

The Green Marketing Strategy Muscularly Influence on High-performance of Target Sales for Housing Apartment Complex in Malaysia.

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Abstract

The green marketing strategy considers as a marketing strategy with green natural environmental facilities strongly associated with the 4Ps in the property market. The terms green marketing is known as incorporate of the natural green environmental element in marketing strategy. This green marketing directly influences on product, price, place and promotional activities to achieve the target sales. This green marketing is basically appropriate in property marketing because most of the customers want the green environment to reside in the city to get a healthy life. The green environmental elements must intensification of the beauty of product to attract the target customer. Most of the developers applied this policy in their marketing strategy as an effect they achieved the target goals.

Keywords: Environment of product influence on sales, Environmental value, added price influence on sales, Environmental location influence on sales and green advertising influence on sales.

INTRODUCTION

The modern marketing is a communication between vendor and purchaser through selected values of product or services and maintaining a seller and buyer successful relationships (Marina Vaskovich 2012). In this case, the green marketing is the marketing strategy strongly highlights the green facilities with the product in their advertising to influence the target customers to buy the product. The green is a necessity for healthy life the green environmental surrounding of housing complex is the best example. Many scholars of this field they found on their study that lack of green environmental element at the housing complex as a negative impact on property business.

According to chapter two in literature review mentioned that there are many unkind impacts on property business when the environmental facilities do not exist at the condominium complex. Most of the researcher (B, Yuen 2010; O, Eric 2012; A, Hamid 2012; N G T Policy 2012; K, W, Awang 2008; T, Prato 2011), found the negative impact on property business due to the less exist of the environmental elements as an outcome less buyer, poor sale, more warming, less human activities and less healthy people due to the absence of the environmental element in housing project, as a result, the housing property cannot meet the target profit margin. In this case, the developers developed the condominium but the project is not the success the

reason is very clear. The building construction is good, but it does not meet the demand of customers. The table below shows the many authors discovered the many problems in sales performance.

Table: 1 Absence of Environmental Elements at Housing Project and its Impact on sales

Authors	Year	Natural Environment	Entertainment Element	Health & Safety	Project Location	Impact on Sales
Awang	2008	Environmental Beauty		Car Park		Less Demand
Eric	2012	Green Environment	Swimming Pool	Security	Less Accessible	Less Buyers
Hamid	2012			Security	Non Popular	Poor Sales
NGT Policy	2012	No Natural Environment	No Playground	No Security		No Human Activity
Prato	2011	No Green Environment	No Playground		Less Important	Lower Income Group
Roman et.al	2013	No Natural Environment			Non Green Area	Air, Water & Sound Pollution
Sin	2010	Natural Environment				Global Warming
U.S Consumer	2010		Perfect Size Playground			Children Suffering
Yuen	2010	Green Trees And Grass	Playground			Physical and Mental Illness

Many experts found until 2008 the developers did not focus on the environmental facilities at the apartment complex as a consequence the negative impact on marketing strategy. Such as the product was not attractive, not green zone and not healthy environment, etc. The customers are well educated and high and mid-level income group have the demand on environmental facilities at the apartment complex. The developers realized about the needs of customers and they build the apartment complex with environmental facilities. The table below illustrates the negative impact in marketing strategy when the absence of environmental facilities at the condominium complex.

Table: 2 Absence of Environmental Element in Marketing Strategy and its Impact on sales

Authors	Year	Product	Price	Place / Location	Promotion	Impact on Sales
Bender	2000	Minimum Green	High	Not Settable For Reside	No Discount Price	Less Buyer
Chih	2003				No Green Advertising	Less Sales
Hamid	2012		Expensive	Non Popular		Poor Sales
Iman	2008	No Environmental Quality	Resalable Price		Promotional Price	No / Less Profit
Laurie	2008	Natural Beauty		Noise Location		Less Buyer
Norhaya	2008	Less Green Product (House)			No Promotional Price	Less Choose

In this case, it is very cleared that lack of environmental facilities at the condominium complex as a deleterious impact on product, price, advertising, and promotional activities in the property marketing strategy. The marketing strategy is acting as a mediator with less green environmental facilities as an outcome is dissatisfaction influence on the performance of sales

THE INFLUENCE OF GREEN ENVIRONMENT OF PRODUCT ON TARGET SALE

The green natural environmental elements are using the marketing strategy such as product, price, place and promotional activities about fulfilling the target sale. The condominium complex is a product of developers, and they decorate this product by the natural green environment. The green environment increases not only the price but also demand. So, the green environmental element influence customer to buy or rent the property. The table and figure explain the level of influence on property sale as below.

Table: 3 Environment of project (Product) influence on sales

Items	Disagree		Moderate		Agree		St. Agree		Mean	Std. Deviation	Rank
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage			
Outlook of project	5	1	30	5.9	238	46.8	236	46.4	4.3811	0.66115	1
Environmental attraction	6	1.2	41	8.1	253	49.7	209	41.1	4.3065	0.66727	2
Information of project	6	1.2	46	9	256	50.3	201	39.5	4.2809	0.67408	3
Highlights green facilities	13	2.6	38	7.5	266	52.3	192	37.7	4.2495	0.70893	4
Online information	10	2	75	14.7	230	45.2	194	38.1	4.1906	0.76913	5
Green advertising	15	3	75	14.7	220	43.2	199	39.1	4.1807	0.80277	6

The above table presents the green marketing influence consumers to buy or rent the housing property. The buyer feels happy to buy to enjoy the city life with the natural green environment. The outlook for the total project is a 1st ranking item, the mean value of outlook of the product is $M = 4.3811$ and (Std. Deviation is $SD = 0.66115$). The total environmental beauty can draw the customer's attraction to sales the property. It is 2nd ranking item, the mean value is $M = 4.3065$ and (Std. Deviation is $SD = 0.66727$). The information of product or unit is a critical item to influence customers to buy or rent. This item is the 3rd ranking element of the product, and the mean value is $M = 4.2809$ and (Std. Deviation is $SD = 0.67408$). The 4th ranking item is green facilities of the project that highlighted by advertising. The mean value of highlights the green environment is $M = 4.2495$ and (Std. Deviation is $SD = 0.70893$). Currently, most of the buyer or tenant depend on online information instead of observation. So the online information of the product is 5th ranking item and the mean value is $M = 4.1906$ and (Std. Deviation is $SD = 0.76913$). The green advertising is the 6th ranking item. The mean value is $M = 4.1807$ and (Std. Deviation is $SD = 0.80277$). All of the items are consider as a green natural environmental elements influence purchase by the product. The figure below is presenting the influence level in percentage.

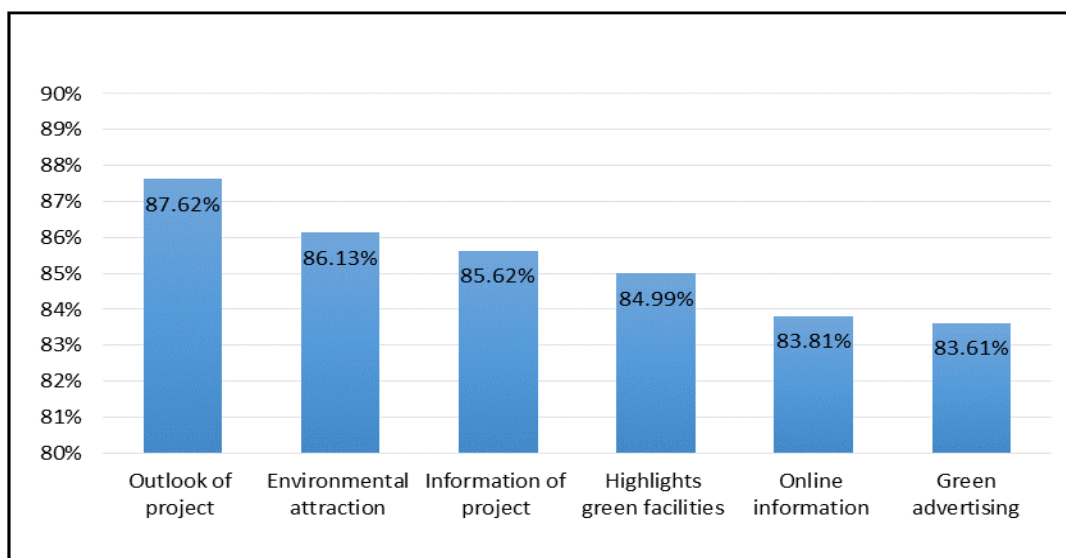


Figure: 1 Environment of project (Product) influence on sales in percentage

The figure clearly elaborates the natural green environment of a housing project (product) influence the target customer to buy or rent the unit in percentage. The first bar is showing 87.62% of buyer influence on the outlook of the project. The second bar explains the environment of condominium area attracts 86.13% customer to buy the property. The information of project is 85.62% buyer influence to buy or rent the housing unit. Highlights the green facilities is an advertising with green facilities 84.99% customer influence to buy or rent. The online information influence 83.81% customers to buy or rent the complex. The green advertising 83.61% client influence in sales activity.

STRATEGIC PRICE WITH ENVIRONMENTAL ELEMENTS INFLUENCES ON SALES

The strategic price with environmental elements it means the high unit price due to the luxury environmental facilities. The existing of environmental facilities with a condominium is very expensive, but non-existing environmental facilities unit price is very economy. The table and figure present the strategic price with environmental elements.

Table: 4 Strategic price influence on property sales

Items	Disagree		Moderate		Agree		St. Agree		Mean	Std. Deviation	Rank
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent			
Price influence	5	1	38	7.5	177	34.8	289	56.8	4.4695	0.69415	1
Promotional price	7	1.4	22	4.3	215	42.2	265	52.1	4.446	0.66369	2
Luxury environmental	6	1.2	37	7.3	227	44.6	239	47	4.3694	0.68815	3
Expensive value	17	3.4	44	8.6	219	43	229	45	4.2868	0.79877	4
Top security system	14	2.8	48	9.4	223	43.8	224	44	4.2849	0.77064	5
Priority environment than price.	16	3.2	55	10.8	224	44	214	42	0.7706	0.78407	6

The table illustrates the strategic housing price influence the customer to purchase or rent the housing unit at the condominium complex. Moreover, ranking the item based on the mean value. The overall unit price is the 1st ranking item in the strategic pricing, and the average value is $M = 4.4695$ and (Std. Deviation is $SD = 0.69415$). The promotional price of the unit is

the 2nd ranking item mostly it influence the purchaser not for tenant the mean value is $M = 4.446$ and (Std. Deviation is $SD = 0.66369$). Normally the luxury environment of the condominium complex is very expensive, and most of the developer get the high profit from this such a condominium. This item is 3rd ranking, and the mean value is $M = 4.3694$ and (Std. Deviation is $SD = 0.68815$). The high level of income group pay the expensive due to the overall environment is healthy, nice swimming pool and peaceful surrounding. This item is 4th ranking fact the mean value is $M = 4.2868$ and (Std. Deviation is $SD = 0.79877$). The total security system also influences the customer and tenant. This item is 5th ranking marketing tool and the mean value is $M = 4.2849$ and (Std. Deviation is $SD = 0.77064$). The priority of environment than price is the 6th item and the mean value $M = 0.7706$ and (Std. Deviation is $SD = 0.78407$). The below figure shows the strategic price influence on property sales in percentage.

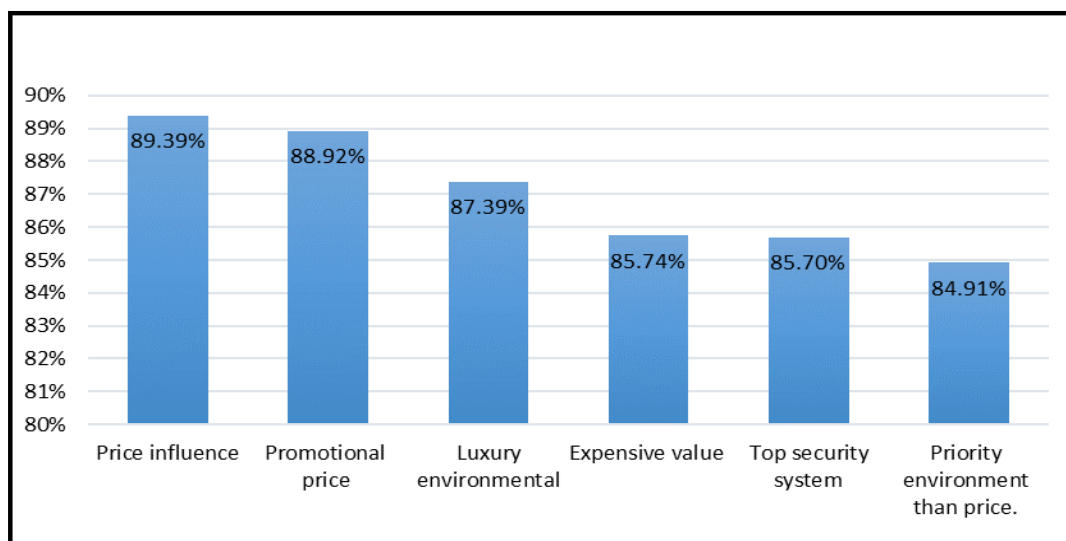


Figure: .2 Strategic price influence on property sales in percentage

The bar chart indicates the strategic price influence customer to buy the property. The overall price 89.39% influence clienteles to engage in property trade. The promotional price also influences 88.92% purchaser to buy or rent the unit. The luxury environment it means every environmental element are a perfect size such as swimming pool, playground and others elements known as luxury environmental elements. The luxury environmental facility with high price influence 87.39% high-level of income group to purchase the housing unit. The most high-level of income people pay the high price due to the expensive environmental element with high price influence 85.74% of property sales. The top security system at the compound of condominium influence 85.70% of property sales in the market. Overall 84.91% people gives the priority of environmental facility than the price, the reason is to have a healthy city life.

STRATEGIC LOCATION AND UNIT POSITION INFLUENCE ON SALES

The strategic location and the unit position is the most important issue in the housing complex. The location of housing complex and holding position mostly influence the customers to buy or rent the property. The table and figure below explain in detailed.

Table: 5 Strategic location and unit position influence on sales

Items	Disagree		Moderate		Agree		St. Agree		Mean	Std. Deviation	Rank
	Frequ ency	Perc ent	Frequ ency	Perce nt	Frequ ency	Perce nt	Frequ ency	Perce nt			
External accessibility	2	0.4	40	7.9	189	37.1	278	54.6	4.4578	0.66454	1
Location of project	5	1	35	6.9	209	41.1	260	51.1	4.4224	0.66431	2
Internal accessibility	6	1.2	49	9.6	234	46	220	43.2	4.3104	0.70005	3
Unit location	4	0.8	63	12.4	254	49.9	188	36.9	4.2299	0.6875	4
Overall location	10	2	71	13.9	239	47	189	37.1	4.1906	0.751	5
Expensive city location	15	3	64	12.6	248	48.7	182	35.8	4.165	0.78386	6

The table clearly describes the project location and the unit position mostly influence customers to buy or rent the housing property. This table also shows the item ranking in order to the mean values. The external accessibility is one of the 1st ranking strategic location. The mean value is $M = 4.4578$ and the (Std. Deviation is $SD = 0.66454$). The overall project location in the city is the 2nd ranking marketing tools the mean value is $M = 4.4224$ and the (Std. Deviation is $SD = 0.66431$). The internal accessibility of environmental facility is also very important issue. This item is the 3rd ranking marketing tools. The mean value is $M = 4.3104$ and (Std. Deviation is $SD = 0.70005$). The internal unit of the project is the 4th ranking element of quick sales. The mean value is $M = 0.6875$ and (Std. Deviation is $SD = 0.6875$). The overall internal and external location and unit position is the 5th ranking element in strategic marketing of the place. The mean value is $M = 4.1906$ and (Std. Deviation is $SD = 0.7510$). The imperative location in the city, for example, KLCC area is a very expensive area in Kuala Lumpur. This types of location is consider as an expensive location is the 6th ranking marketing tools to quick sales. The mean value is $M = 4.165$ and (Std. Deviation is $SD = 0.78386$). The figure below explain the strategic location influence customers to buy rent in percentage.

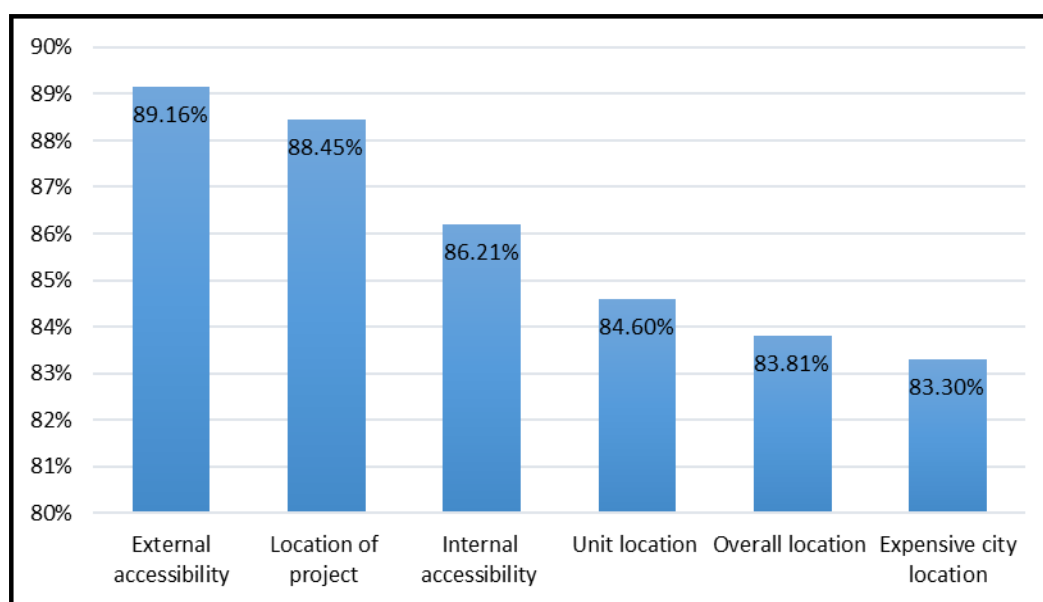


Figure: 3 Strategic location influence on sales in percentage

The figure demonstrates the location of housing project influence the people to purchase or rent the unit in total percentage. The external accessibility bar shows 89.16% people influence

to reside at the condominium complex in the city area. The location of project influence 88.45% of the total sold units. The internal accessibility facility influence 86.21% people to buy the unit. The unit location influence 84.60% and overall location of the complex condominium influence 83.81% of the total sales. Finally, the imperative and very expensive city location influence 83.30% of sales. It means the strategic location completely depends on the external and the internal environmental facility and easy accessibility.

CONCLUSION

The strategic marketing with green environmental facilities influences the customer to buy or rent the housing property. There are four strategic marketing element such as Product, Price, Place and Promotion. All the strategic marketing elements march with environmental elements to influence the target customers to sales the property. The below table and graph mention the detailed with overall ranking based on mean values.

Table: 6 Overall ranking of strategic marketing with green environmental elements.

Items	Mean	Std. Deviation	Ranking
Price influence	4.4695	0.69415	1
External accessibility	4.4578	0.66454	2
Promotional price	4.446	0.66369	3
Location of project	4.4224	0.66431	4
Outlook of project	4.3811	0.66115	5
Luxury environmental	4.3694	0.68815	6
Internal accessibility	4.3104	0.70005	7
Environmental attraction	4.3065	0.66727	8
Expensive value	4.2868	0.79877	9
Top security system	4.2849	0.77064	10
Information of project	4.2809	0.67408	11
Highlights green facilities	4.2495	0.70893	12
Priority environment than price	4.2456	0.78407	13
Unit location	4.2299	0.6875	14
Online information	4.1906	0.76913	15
Overall location	4.1906	0.751	16
Green advertising	4.1807	0.80277	17
Expensive city location	4.165	0.78386	18

The table illustrates the overall ranking of strategic marketing with the green environmental element. The strategic price is one of the most prominent item in the strategic marketing with green environmental elements. It is the 1st ranking marketing tool, and the mean value is $M = 4.4695$ and (Std. Deviation is $SD = 0.69415$). The external accessibility of the condominium complex is the 2nd ranking item. The mean value is $M = 4.4578$ and (Std. Deviation is $SD = 0.66454$). The strategic promotional price is 3rd ranking item. The mean value is $M = 4.446$ and (Std. Deviation is $SD = 0.66369$). The location of the project is 4th ranking item. The mean value is $M = 4.4224$ and (Std. Deviation is $SD = 0.66431$). The overall outlook of the project is 5th ranking item. The mean value is $M = 4.3811$ and (Std. Deviation is $SD = 0.66115$). The luxury environmental is 6th ranking item. The mean value is $M = 4.3694$ and (Std. Deviation is $SD = 0.68815$). The internal accessibility is 7th ranking item. The mean value is $M = 4.3104$ and (Std. Deviation is $SD = 0.70005$). The green environmental attraction is 8th ranking item.

The mean value is $M = 4.3065$ and (Std. Deviation is $SD = 0.66727$). The high value of the housing unit is 9th ranking item. The mean value is $M = 4.2868$ and (Std. Deviation is $SD = 0.79877$).

The top security system at the condominium complex is 10th ranking item. The mean value is $M = 4.2849$ and (Std. Deviation is $SD = 0.77064$). The information of project is 11th ranking item. The mean value is $M = 4.2809$ and (Std. Deviation is $SD = 0.67408$). Highlights green facilities with advertising kit is 12th ranking item. The mean value is $M = 4.2495$ and (Std. Deviation is $SD = 0.70893$). The high-level income group and educated customers give priority environment than price is 13th ranking item. The mean value is $M = 4.2456$ and (Std. Deviation is $SD = 0.78407$). The unit position at the condominium complex is 14th ranking item. The mean value is $M = 4.2299$ and (Std. Deviation is $SD = 0.6875$). Online information is 15th ranking item. The mean value is $M = 4.1906$ and (Std. Deviation is $SD = 0.76913$). The overall location of the housing complex is 16th ranking item. The mean value is $M = 4.1906$ and (Std. Deviation is $SD = 0.7510$). Green advertising is 17th ranking item. The mean value is $M = 4.1807$ and (Std. Deviation is $SD = 0.80277$). Imperative city location is a very expensive 18th ranking item. The mean value is $M = 4.1650$ and (Std. Deviation is $SD = 0.78386$).

The below bar chart clearly displays the marketing strategy with green natural environmental elements influence level on property sales in percentage. The bar graph shows the percentage from 83 percent to 90 percent because the minimum percentage of influence is start 83.30 percent, and maximum influence is 89.39 percent. The minimum influential item is the very important place in the city but the price is most expensive, and the maximum influential item is strategic price most of the customer feels it is the reasonable price. As a result, the strategic pricing is the most significant item in the green strategic marketing elements.

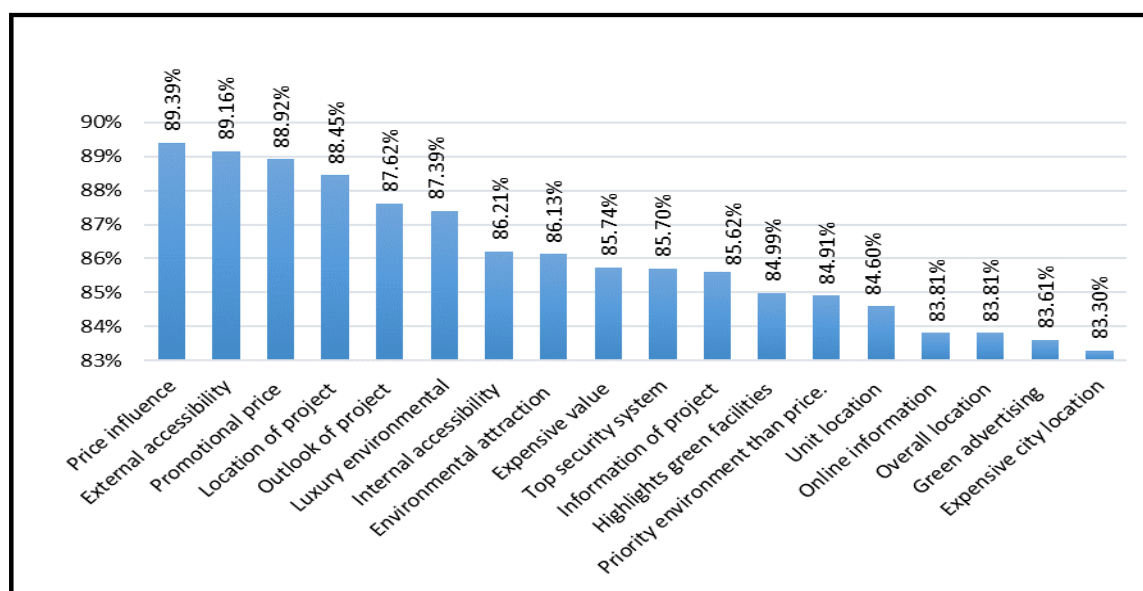


Figure: 4 the influence level of green marketing elements on sales in percentage

The figure explains the influence level of green marketing elements on sales in percentage. Overall strategic marketing with green environmental elements influences customers to buy or rent the property in different level with a different element. Such as the strategic price influence 89.39% customers to engage is sales. The external accessibility of the housing complex influence 89.16% to buy or rent the property. The promotional price influence 88.92% clients and the location of the complex condominium influence 88.45% condominium user in the city area. The outlook of the apartment complex influences 87.62% and the luxury

environment of complex influence 87.39% residences of the compound. The internal accessibility influence 86.21% and the environmental attraction influence 86.13% customer to purchase or rent the unit at the condo. The high value of the environmental element of marketing tool influences 85.74% and excellent security system influence 85.70% people to buy or rent the housing unit. The information of the project influence 85.62% and highlight the green facility at condominium complex influence 84.99% customer to sales the property. The high-level income group 84.91% pay the attention to the green environment instead of price and unit position at the compound influence 84.60% of customers. The online information and overall location influence 83.81% and the green advertising and prominent city location influence 83.60% and 83.30% of the total sales activities in the property market in Kuala Lumpur in Malaysia.

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