

ABSTRACT

Research Title: A Study on Choosing the Right Green Marketing Strategy in the Thai Business Firms

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The objectives of this research were to study context, status, and efficiency of the green marketing strategy (GMS) for marketing planning in the Thai business firms. Methodology was the survey research with systematic random sampling technique of 57 companies in the Stock Exchange of Thailand and Market Alternative Investment from the total of 540 companies as the ratio of 10.56%. Response rate was 38.26% with the target sample of 149 companies that having production department in house. Questionnaire was the research instrument for data collection.

The results show that context and status in choosing the right GMS from the Thai business firms is emphasized on corporate social responsibility (CSR) more than environmental marketing at statistically significance of t -test $p < .01$. 30 companies have green products at an average of 2.33 items (53%) meanwhile 34 companies have environmental activities at an average of 2.68 activities (60%). Companies have GMS can produce annual profits better than companies that have none at statistically significance of $p < .01$ and the size of effect R^2 equals .175 (17.5%) by multiply regression analysis. But it has not been impacted to companies' annual sales. Efficiency of annual marketing planning is focused on customer relationship management, analysis of marketing opportunities, and marketing mix strategy meanwhile GMS is focused on research and development (R&D), production, and marketing. Finally, efficiency of the Thai business firms in choosing the right GMS is as tactical greening level rather than strategic greening and quasi-strategic greening levels.

Suggestions are that Thai business firms should develop GMS that emphasizes on marketing, R&D, and production instead of R&D, production, and marketing because it is

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on the contrary of green marketing development. When using survey research in the same study it could use face-to-face questionnaire rather than online questionnaire because of company executives do not respond any more. Next research study must be framework in the context of GMS from the company point of views because each product is differences in its components, services, packaging, advertising and public relation, R&D, and production itself.