



Different Types of Risks that are Involved in Both Marketing Strategies and Entrepreneurship

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ABSTRACT:

In Today's world with the changing global economy Entrepreneurship is blooming day by day with new product innovation and marketing ideas. Before we step in to create a business or innovation, we should analyze the pros and cons of each marketing strategies. Well in Marketing there are many types of strategies they are blue ocean marketing, Red ocean marketing, green ocean marketing strategy, black ocean marketing strategy and white ocean marketing strategy. Here in this paper, we are trying to explain different types of strategies and what are the differences and risks involved in it.

Keywords: Entrepreneurship, Blue Ocean strategy, Red ocean strategy, Green ocean strategy, Purple ocean strategy, black ocean strategy and white ocean strategy.

INTRODUCTION:

Entrepreneurship: The process of establishing, growing, and running a new company venture or startup is referred to as entrepreneurship. Entrepreneurs are people who spot market opportunities, take measured risks, and gather resources to transform their concepts into profitable businesses. Entrepreneurship is essential for advancing technology, creating jobs, and the economy. It encourages innovation and promotes competition, which is advantageous to customers and the economy as a whole. Not all businesses will succeed in the long run, and entrepreneurship does come with its share of dangers and difficulties. In marketing strategies we have various types whose risks and consequences are discussed and this article gives an idea about various risks associated and which is better for the entrepreneurs and sometimes mixed strategy can also be followed depending on the start ups and new business involved.

LITERATURE REVIEW

1. Mohammad Rafique et al (2015) "stated that Firms operating in innovating environment often keeps track of their marketing strategies on the basis of resource and availability a firm can transform their strategy from blue ocean to red ocean and vice versa by keeping a balance of market exploration and exploitation.
2. Samsul Alam et al (2017) "Impact of Blue Ocean Strategy on Organizational Performance: A literature review toward implementation logic "In this research author states that The Blue Ocean Strategy (BOS), which provides users with a framework for establishing uncontested market space and shifts attention away from the existing rivalry towards the production of creative value and demand, is the subject of this study. The result found that BOS positively affects the organization performance if applied in organizations.
3. Arpita Agnihotri (2015), "Extending boundaries of Blue Ocean Strategy" in this research author stated that This research sought to critically examine the idea of the blue ocean strategy, which refers to untapped and emerging markets with no existing competitors. However, many of the ideas to reach Blue Ocean, which authors claim to be naive like the concept of value innovation, we find that in one way or another, they have been in existence. This is true even though we find that authors have shed light on an uncaptured stream of business strategy, wherein most models focused on analyzing competitive scenarios. Further research revealed that value innovation might not be the only strategy for creating new blue seas from red oceans that currently exist, at least in developing countries like India. Similar to this, even the Blue Ocean strategy's focus on non-customers not be applicable in emerging markets. However, some models suggested by authors to create blue oceans like strategy canvas, are a useful tool which can help firms not only to look for value innovation but other types of innovation as well like disruptive, radical or frugal innovation.
4. Bun Norikun et al (2018), "strategies for improving marketing performance with red ocean theory" In specifically, the research examines the competitiveness of its Micro, Small, and Medium Business (UKM) and the marketing work done in the Convection Business in the Kudus

District. Due to the fact that it creates employment chances and opens up new work fields, UKM does play a significant part in the development of the economy. Convection Business UKM is a good example of this because it operates in a highly competitive sector with plenty of red ocean (existing) space. This study examines how different strategy factors, such as creativity, market orientation, and entrepreneurial orientation can significantly boost marketing success in the Convection Business in Kudus District.

5. Sri Hartini et al (2021) "From Practice to Theory: White Ocean Strategy of Creative Industry in East Java Indonesia." This research states that the application of WOS in the creative industries is the main topic of this study. The investigation produced six research hypotheses: First, the WOS is determined by the company managers' religious affiliation. Second, corporate philanthropy serves as the foundation for businesses' WOS efforts. Third, WOS raises the social and emotional value of the consumer. Fourth, superior differentiation will be produced by WOS. WOS is said to be able to give business owners differentiated advantages, particularly when it comes to managing a resource that supports corporate operations and producing better products. It can offer distinctiveness, which is a bonus for competing with other goods. Fifth, Product Quality Strengthens WOS's Impact on Consumer Reaction. Sixth, high product or service quality will have an impact on WOS' success in maximizing customer value.
6. Cezar SCARLAT and Dan-Andrei PANDURU (2021) *The Purple Ocean: Revisiting the Blue Ocean Strategy*. This research states that the article provides four ways to achieve competitive advantage, which is another aspect of the Blue Ocean approach. The "purple ocean" is the middle ground (between the red and blue oceans) of an organization that, despite being in the red ocean with its core business, creates a new product that generates resources to support its existence.
7. Dr. P. S. Aithal (2016) *The Concept of Ideal Strategy and Its Realization Using White Ocean Mixed Strategy*. This research states that Organizational growth and sustainability depend heavily on strategic planning and decision-making. Strategic management employs a number of different sorts of strategies, including Red ocean, Blue ocean, Green ocean, Purple ocean, and Black ocean strategies. Top executive managers in organizations employ these tactics to face or diverge from the competition as well as to ensure long-term organizational viability. According to organizational analysis, many organisations employ a new type of strategy that is derived from the aforementioned five categories of sustainability strategies. In this essay, we have created a concept of the ideal strategy and given it the name "White Ocean Strategy" to generalize such methods.
8. Dr. P. S. Aithal & Dr. P. M. Suresh Kumar (2015) "black ocean strategy - a probe into a new type of strategy used for organizational success" Based on organizational analysis, it has been found that some organizations, particularly those in developing nations, utilize a novel approach for sustainability, at least in the short term, to deal with their severe issues. In this essay, it was generalized this tactic and was named as "Black Ocean Strategy." This notion was created based on observation and focus group research, and based on the the circumstances, traits, and processes of the decision-making model. An investigation was done based on the factors that lead some businesses to choose the Black ocean strategy when making sustainability-related decisions, as well as the effects of such strategic choices, using an investment/perceived risk matrix. Additionally, they have contrasted the various strategic options with the Black Ocean plan.
9. PS Aithal et al (2015) "Application of ABCD Analysis Model for Black Ocean Strategy" This research states that Using our recently created business model & concept analyzing framework called ABCD approach, we have examined several aspects of the "Black Ocean strategy" in this study. Based on identifying and analyzing the advantages, benefits, restrictions, and disadvantages associated with various organizational difficulties, influencing variables, and essential constituent aspects, the characteristics of the strategy are assessed. The outcomes demonstrate the validity of using the ABCD analyzing technique to performance evaluations of any systems or concepts.

CONTENT AND EXPLANATION

The Blue Ocean Strategy and the Red Ocean Strategy are two opposing methods for developing a corporate strategy, each having unique traits and goals. We'll contrast the two Creating uncontested market regions where competition is irrelevant and fresh demand is developed is referred to as the "blue ocean strategy." It seeks to establish new markets or industries with cutting-edge products that offer clients something special.

Red Ocean Strategy: Red Ocean Strategy is a representation of the traditional competitive environment, where there is ferocious struggle between businesses in all sectors. Companies competing for a piece of the market space in a red ocean face fierce rivalry, which frequently results in a zero-sum game.

Blue Ocean Strategy places a strong emphasis on developing a new, untouched market space, rendering competition at the very least irrelevant.

Competition: Blue Ocean strategy: Focuses on developing a fresh, undiscovered market niche that renders rivalry irrelevant—at least temporarily. Companies can gain a new customer base by **providing** distinctive goods or services.

Red Ocean Strategy: Concentrates on gaining a larger market share by outperforming rivals in an already-existing market. Due of the fierce rivalry, businesses frequently engage in pricing wars and imitation tactics.

Innovation in Value:

Blue Ocean Strategy: Promotes value innovation, which entails providing a distinctive value proposition by fusing low cost with distinction. This strategy enables businesses to reach a wider audience.

Focus:

By concentrating on what the market lacks, the blue ocean strategy focuses on innovation and creating new value for customers.

Red Ocean Strategy: Focuses on rivalry, benchmarking against them, and building a competitive edge via small adjustments.

success criteria

Blue Ocean Strategy: Success depends on identifying untapped market opportunities, developing cutting-edge goods or services, and convincing buyers of the value.

Red Ocean Strategy: To succeed, businesses must successfully carry out well defined plans, streamline their processes, and constantly improve in order to surpass rivals.

Red Ocean Strategy: Emphasises either cost leadership or distinctiveness. Companies either choose to be cost leaders (providing lower prices at the expense of differentiation) or unique in their product offerings (but potentially more expensive).

Risk: Blue Ocean strategy: carries a higher risk because it necessitates the development of brand-new markets or sectors where demand might not be well-established.

Red Ocean Strategy: Has less unpredictable risk because it competes in well-established markets with known demand, although there may be fierce rivalry.

1. Examples:

- Blue Ocean Strategy: Cirque du Soleil, which merged elements of circus arts and theater to create a new form of entertainment, attracting a broader audience.
- Red Ocean Strategy: The smartphone market, where multiple companies compete intensely, and differentiation is often challenging.

Both strategies have their merits, and the choice between them depends on a company's goals, resources, and risk appetite. Some companies or Entrepreneurs may opt for a mix of both approaches by maintaining their position in established markets while simultaneously exploring new market opportunities.

Green ocean strategy

Supporting the effect of environmental footprint on human lives is the "green ocean" strategy. It has been established through many unstructured materials, including newspapers, journals, and web pages, that the automobile sector is one of the major global contributors to environmental pollution. India has developed into a lucrative market for automobiles as a rising economy.

basic information on the ways that companies integrate environmental concerns into their strategies:

1. Sustainable Business Practices: To reduce their environmental impact, businesses can embrace sustainable business practices. This can involve cutting back on carbon emissions, protecting the environment, using eco-friendly products, and putting green supply chain ideas into practice.
2. Eco-friendly Products and Services: Creating and marketing environmentally friendly goods or services can be an element of a green strategy. Offering eco-friendly energy options, natural goods, or biodegradable substitutes may fall under this category.
3. Corporate Social Responsibility (CSR): As part of their CSR programmes, several businesses address environmental issues. They might contribute to environmental charities, get involved in neighborhood initiatives, or support environmental concerns.
4. Adopting the circular economy's principles entails developing items to be long-lasting, repairable, and recyclable in order to cut down on waste.
5. Green marketing: Companies can use green marketing techniques to draw attention to their environmental initiatives and win over environmentally sensitive customers.

Among the dangers and risks of green ocean marketing are:

1. Greenwashing: One of the biggest dangers is when a business makes exaggerated or deceptive claims about the environmental advantages of its practices or goods. When statements made about a product or service are shown to be false or misleading, greenwashing can mislead customers, destroy trust, and harm a company's reputation.
2. Lack of transparency: Customers may have doubts about the veracity of businesses' promises if they are not open about their eco-friendly initiatives. Transparency in environmental practices is something that consumers are demanding more and more, and any perceived lack of transparency can breed distrust and unfavorable opinions.
3. Increased scrutiny: Consumers, activists, rivals, and regulatory agencies may pay green marketing more attention. If a company's environmental claims are not sufficiently backed, this increased scrutiny may result in inquiries, disputes, or allegations.

4. Legal and regulatory issues: Businesses may run into legal difficulty if they make false or deceptive green marketing promises. Environmental marketing claims are subject to severe rules in various nations, and corporations that violate these laws risk fines.
5. Consumer skepticism: As consumers become more aware of environmental issues, many are beginning to doubt the claims made by green marketers. Customers may lose interest in and support the business if they believe they are being deceived or exploited.
6. Cost increases: Adopting eco-friendly standards and certifications may call for considerable financial outlays. If these expenses are not effectively controlled, the business may experience financial difficulty.
7. Market saturation: As more businesses use green marketing techniques, there may be a surplus of environmentally friendly claims on the market. The effect of sincere eco-friendly activities may be diminished by this saturation, and it may be challenging for consumers to distinguish between sincere eco-friendly initiatives and those that are merely marketing gimmicks.
8. Environmental organizations may criticize businesses that use green marketing, checking to see if they are genuinely devoted to sustainability. These groups may criticize a firm if its environmental practices do not match its advertising claims.
9. Companies using green marketing strategies should make sure their environmental statements are truthful, open, and well-supported in order to reduce these dangers. Building consumer trust and confidence requires a sincere commitment to environmental responsibility and sustainability. Acquiring third-party certifications and abiding by pertinent environmental laws can also support authenticity and lessen the possibility of charges of "greenwashing."

Purple ocean strategies

The idea of this tactic is that it makes use of the red ocean to teach, target, and create demand for less popular or underutilized security products and services. Simply explained, by focusing on a blue audience within a red, you can generate a purple audience. This could involve reaching out to rapidly expanding small businesses that could grow into important long-term clients. This tactic enables you to enter the red ocean by defying trends, providing something unique, and later dominating the minds of those looking for the more mainstream options.

It's crucial for security firm owners to take into account new clientele. How can you reach them using marketing tactics and content that aren't currently very popular but can better prepare them for what you have to offer?

What does marketing's "purple ocean" mean?

The phrase "Purple Ocean" describes businesses with mature products (goods and/or services) that create additional distribution channels for products unrelated to their core business in order to assure their long-term survival and sustainability.

Risks

1. It is a slow and steady process beneficial for long run
2. Not much risks has been discovered but management of all the resources in equally important for long term sustainability.

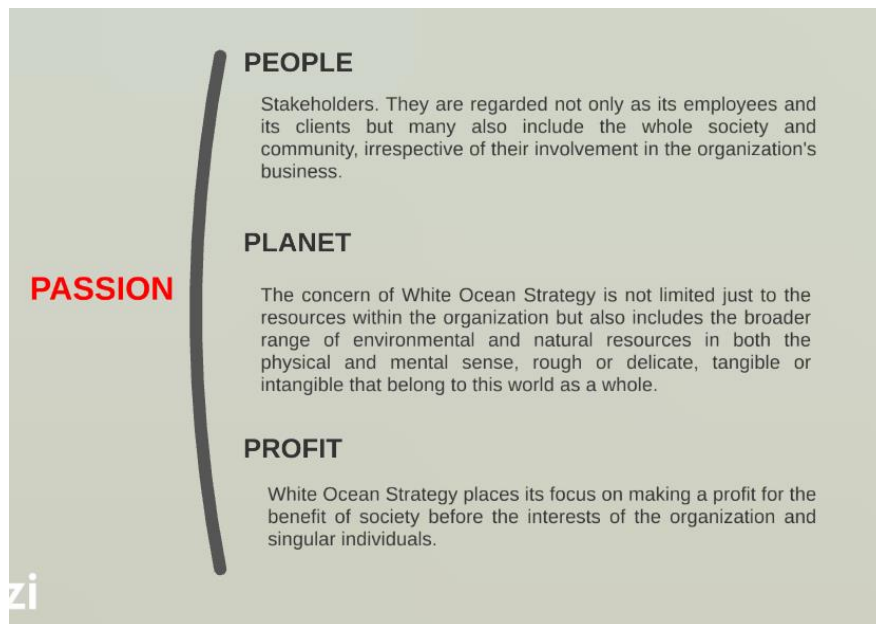
Black ocean strategy is a kind of survival strategy to foresee the organizational problems and solve them successfully to continue in its business market by means of a kind of black magic may be legally or illegally, ethically or unethically. In short it is a very shot cut plan or unethical strategy. Black Ocean approach might involve both morally right and wrong actions. It concerns both the capacity to manage the attitude of publicity as well as the capacity to carry out all the tasks necessary to ensure the success of the organization. For instance, how the employee feels about putting the plan into practice, how the customers feel about embracing the approach, and how the general public feels about the strategy. The main focuses of the Black Ocean strategy are not only how to seize the opportunity but also how to secure it and keep competitors out of the organization's frontier.

Risks of this strategy

1. prone to scam
2. Legal complications
3. Harmful to the environmental process as well as the society
4. can be controversial if applied
5. Tactful strategy should be maintained if applied.
6. Loss of job
7. Loss of employer image
8. Success many not be repetitive because there is a less chance of promised success

White ocean strategy

A business approach known as the White Ocean approach (WOS) makes use of environmental considerations to gain a competitive edge. WOS concentrates on corporate initiatives that value the public good and the environment. The idea behind White seas is that "social" matters more than "profit," which sets WOS unique from other seas that focus on obtaining reputation and money from customers by employing various tactics to stand out or outperform the competition. WOS's core principles are People, Planet, Profit, and Passion. In this ocean, societal and environmental concerns are crucial. The preservation of the environment and subsequently society is the shared goal of the WOS and Green Ocean programmes.



Source: source: <https://prezi.com/dzLxi140zqzr/white-ocean-strategy>

In this marketing no animals and humans are harmed.

It talks about sustainable capitalism and betterment of the society.

Risks

- 1.It may be used as startup entrepreneurs when proper resources are in abundance because it doesn't resonate with traditional marketing styles and instant profit.
- 2.It is applicable for big projects and social works in most of the cases.
- 3.This strategy is not that popular as red ocean and blue ocean marketing but an efficient one when we think about ethics, spirituality, good to the society.
4. This marketing strategy leads to public wellbeing so progress and building should be done in a safe place away from competitors away from the eyes of evil people.

Conclusion:

In this article we have studied that normally we apply blue ocean and red ocean marketing strategy in any kind of market research or product promotion but in today's world with changing globalization we have to upgrade our skills for better entrepreneurship opportunities. Here we have realized that first we should analyze our problem with the market research then proceed with the following marketing research strategy. In the new entrepreneurship world we should apply mix kind of strategy to get success in the business world. Market research and marketing world was present not only today but also from the ancient times. An Entrepreneur should know to be flexible with the marketing strategy with the changing behavior and post pandemic era. Blue ocean is best suitable when someone is inventing a new project with no competitors. Post pandemic it can be challenging but with mix strategy applied it can work out with purple ocean strategy. Red ocean strategy can be applicable with price wars and continuous bench marking and can be useful for stock clearance in large level. White ocean strategy is a very neat and clean strategy where social and environmental concerns are crucial. It can be altered with blue ocean strategy if innovation has been done which is useful to the mankind and society. Green ocean strategy can be used in certain industry sectors like automobiles or pollution causing industries where it can help to keep a good and sustainable environment. Purple ocean strategy is the future mixed strategy. The idea of this tactic is that it makes use of the red ocean to teach, target, and create demand for less popular or underutilized security products and services. This can used for alteration of blue ocean and red ocean strategy if situation demands flexibility. Last but not the least black ocean strategy is used by some organizations but as ethics are concerned it is better to be avoided with new entrepreneurs as it can cause some failures, scandals and can attract negative attraction if not followed tactfully.

LIMITATIONS AND FUTURE RESEARCH

Here in this article, we have discussed about the risks of entrepreneurs who are new in the marketing world and different types of marketing strategies and its risks. This article is helpful for the beginners as an entrepreneur that what are different types of marketing strategy and what risks are associated with it. Depending on the entrepreneurs financial capacity and motivation they can proceed with the marketing strategy. This article just explained the differences and risks about different marketing strategy. The future research can be carried on SWOT analysis of different marketing and find out the comparison and consequences between pre pandemic and post pandemic.

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