

**ECO MARKETING IN KENYA, A SURVEY OF
SELECTED ORGANISATIONS IN THE SERVICE
INDUSTRY**

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BY

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**A MARKETING RESEARCH PROJECT SUBMITTED IN
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DECLARATION

This project is my original work and has not been submitted for a degree in any other university.

Signed .....

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This project has been submitted for examination with my approval as unit supervisor.

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DEDICATION

To my dear family members who have always supported me all along both financially and morally throughout my pursuit of this degree. May God bless them all in all their endeavours.

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ABSTRACT

The study surveyed eco-marketing among selected organizations in the service industry. The study was motivated by the fact that nowadays, there has been an increase in environmental pollution especially as a result of negligence and lack of legislations to enforce environmental management programmes. It focussed on the following specific objectives: To determine the extent to which Kenyan organizations practice eco-marketing, and to determine the benefits that are available to companies that practice eco-marketing activities. The study was done in the form of a descriptive survey to achieve its objectives on the area of eco-marketing. A non-probability (judgemental sample) was used to obtain representative samples from the population for the purpose of achieving a more reliable and detailed information about the study population. Twelve organizations drawn from the service industry in Nairobi were selected judgementally. Out of the twelve, only eight finally took part in the study. A questionnaire was used to collect data from the study population. The information from the questionnaire was analysed both qualitatively and quantitatively. The findings from the study revealed that green credentials, use of recyclables paper, empowering of consumers on eco-issues and environmental products benefits are some of the modes of promotion used to create public awareness on eco-marketing practices. It was also found out that contribution to environmental groups, participation to environmental cleanup, media advertisement, restoring destroyed parts of the eco-system, public relations and community initiative projects are other major forms of eco-promotion mostly used by organisations in the service industry. It was also found out that organisations that practice eco-marketing mostly enjoy improved profit, have enhanced goodwill from stakeholders, have a boost in their co-operate image and also have improved market share. It was also found out that most companies in the service industry either have a department or a sub-department whose aims was to deal with environmental issues especially on areas resulting from their operations.

In light of the findings of the research, it was recommended that new techniques of eco-promotion should be in co-operated to counter the emerging challenges on eco-issues. Also recommended was a set of international standards that will be used across all industries to curb emissions that lead to global warming. Recycling plants to deal with recyclable waste papers and plastic cans was also recommended to be built near the organisations area of operations. Finally, it was recommended that organisations should inco-operate research and development in their production processes to ensure that environmental efficient operations exists. This was to be in line with the existence of a co-operate environmental objectives.

CHAPTER ONE

INTRODUCTION

1.1 Background

Over the years, the pollution of air, water and soil and their causes, impact and interlinkages, have been further specified to as single out policy-relevant environmental issues. Climate change, ozone depletion and urban air pollution are well-known examples, but the list usually includes a dozen or so other environmental problems.

From the 1970s, environmental calamities dominated the news. Almost daily headlines of trumpeted oil spills-see appendix two, toxic waste dumps-see appendix three, a nuclear meltdown, and a hole-punctured ozone layer, destruction of the rainforest and its effects-see appendix four, air pollution-see appendix 5a and 5b, acid rains-see appendix 6a and 6b were not in someone's backyard but in our own. The 20th anniversary celebration of earth day in 1990 attracted 100 million participants around the world and spaceship earth was named planet of the year by time magazine. It is only in the recent past that a number of companies in Kenya have started to embrace green marketing in their practices e.g. Nation Media Group, Safaricom, and Shell among others. Reasons that led to these actions being included in company strategies were of interest to me. How companies go along communicating green and the benefits associated with these activities were also of great interest to me (Mc Graw 1996).

1.1.1 The concept of eco -marketing

Although there is no generally accepted definition of eco- marketing, the term is used to describe "any marketing activity of firms that is intended to create a positive impact or to lessen the negative impact of a product on the environment, as a result capitalize on the consumer concerns about environmental issues (William et al, 1994)". It encompasses everything from using recycled materials in making a product to claims on advertising on package labels.

"Eco-marketing refers to the development, pricing, promotion and distribution of products that do not harm the environment, that is environment friendly marketing-a term used to identify concerns with their environmental consequences on a variety of marketing activities (Kotler 1996)"

"Eco-marketing involves developing of ecologically safer products, recyclable, and biodegradable packaging, better production and pollution control and more energy efficient operations (Freeman 1984)."

Eco-marketing (Green marketing) is a subset of social responsibility, created in part by the pressure of consumers who are committed to increasing environmental awareness and bringing about changes in production and marketing in order to safeguard the natural environment (Kotler 1996).

Though not widely studied, the above area of study is of great importance especially because a fit should exist between the activities of firms within an industry and the environment in which they operate in. Failure to maintain this fit may lead to hazardous problems in the future. A Lot of environmental problems that occur today would have been easily avoided if organisations would have incorporated eco-marketing (green marketing) in their practices. Furthermore, goodwill will be developed if industries and organisations operating in it incorporate eco-marketing in their operations.

As pointed earlier environmental calamities have dominated the news for a long time both in Kenya and internationally. A number of hazards caused by Kenya organizations and which have been of great concern are:

Dumping in rivers for example, nowadays, due to massive dumping of chemicals by industries in Nairobi River, the once beautiful river can no longer support marine life. Currently, it is described as a flowing sewage.

Mining using explosives has affected humans, vegetations, and the ecosystem as a whole for a long time. KEL industries in Thika which produces sulphuric acid once lacked better emission controls hence there were a leakage of acid fumes. The evaporated acid fumes led to acidic rains leading to corrosion of iron sheets and health problem related to skin disease and breathing. (Source: Kiambu district environment committee 1992).

Deforestation: Logging of indigenous trees in our forests e.g. Karura, Mau and the Aberdare has greatly affected the catchments areas of Nairobi and its environs and indeed the entire ecosystem. If this trend continues, Kenya may end up being a desert since at present; only 2% of the country is forested as opposed to the stipulated 10% according to the United Nations.

Dumping of raw sewage and chemical waste in both lake Nakuru and lake Victoria has led to the death of thousands of flamingos and other marine creatures. Raw sewage waste disposal at lake Victoria has also enhanced the growth of water hyacinth.

Use of non-biodegradable packages to pack products has led to dirty surroundings all over the country and has also led to the outbreaks of diseases.

Global warming which is largely blamed to the emission of green house gases has led to the occurrence of unpredictable weather patterns. USA and Russia are blamed for 60% of this gas emission (UNEP 2000).

It is from the above issues among others that has made eco- marketing an important area of concern to most CEOs.

1.1.2 Saving the earth

The globe does not need to be saved by us, and we could kill it if we tried. What we do need to save –and what we have done a fair job of bollixing up so far –is the earth as we like it, with its air,

water, and biomass all in that balance that best supports life as one has come to know it. Muck that up, and the planet will simply shake us off, as it's shaken off countless species before us. In the end, then it's us we are trying to save-and the job is doable, it won't be easy. The 1992 Earth summit in Rio de Janeiro was the last time world leaders assembled to look at how to heal the ailing environment (Jeffrey Klogger and Andrea Doffman, 2002).

For a world that is 70% water, things are drying up fast. Only 2.5% of water is fresh and only a fraction of that is accessible. Meanwhile, each of us requires fifty litres per day for drinking, bathing, cooking, and other basic needs. At present, 1.1 billion people lack access to clean drinking water and more than 2.4 billion people lack adequate sanitation. "Unless we take quick and decisive action," states U.N. Secretary General Kofi Annan, by 2025, two thirds of the world's population may face serious problems of water shortages (Time magazine: saving the earth, Sep 02 2002).

1.1.3 Ozone depletion

About 2.5 billion people have no access to modern energy services, and the power demands of developing economies are expected to grow 2.5% per year. But if those demands are met by burning fossil fuels such as oil, and gas, more carbon dioxide and other greenhouse gases will hit the atmosphere. That, scientists tell us will promote global warming, which could lead to rising seas, fiercer storms, severe drought and other climatic disruptions. One of the effects of ozone depletion is an increase in the incidence of skin cancer. The destruction of ozone results from increased emission of chlorofluorocarbon (CFC) and other halocarbons in to the atmosphere over the last few decades and is still continuing. This, again, has resulted from the production and consumption ozone depleting substances (ODS) contained in air conditioners, sprays, refrigerators and other goods. Although production and consumption of ODS are successfully being reduced, impact such as skin cancer will continue to rise in the coming decades due to the delay in recovery of the ozone layer. Climate change may hamper this through stratospheric cooling, which facilitates the destruction of the ozone. Ozone depletion leads to increased UV rays that cause cancer of the skin (UNEP 2000).

Seventeen years ago (16th sep 1987), a protocol (The Montreal protocol) on reducing substances that deplete the ozone was signed. Today 90% of the global production and consumption of these substances has indeed been phased out though the effects of the past destruction will be felt for the coming few decades (U.N Secretary General Kofi Annan).

The national ozone unit, Kenya Ozone Office was established in 1995 and has been working to enable the country be compliant with the requirements of the Montreal protocol. Kenya signed the protocol on February 1988 together with the ratified versions of Copenhagen 1992 London 1990 and Montreal 1997 amendments. Since then, Kenya has managed to phase out all halons, the

biggest culprit in depleting the ozone layer, approximately 98% of carbon tetra chloride and methyl chloroform and 60% of CFCs (NEMA).

1.1.4 Climate change and the greenhouse effect

The increased atmospheric concentration of greenhouse gases (GHGs: carbon dioxide, methane, nitrogen oxide, CFCs and others) will lead to change in regional and global climate. Emissions of GHGs stem from several natural processes and eco-systems, and human activities. Emissions are increasingly being dominated by human activities, such as burning of fossils fuel for energy and deforestation. Central to the driving forces –pressure-state-impact-response framework (DPISR) chain of climatic change are the global bio-geochemical cycles of carbon and nitrogen. These cycles determine the final atmospheric concentration through a broad range of processes and their interactions. The rate of most processes is dependent on locally prevailing climatic conditions. The resulting change in climate has impact on many natural and human systems e.g. potential to produce food and other resources may change, sea levels may rise, frequency and magnitude of storm and other extreme weather events may change. All this again impact on many economic and demographic activities and subsequently lead to change in emissions thus closing the DPSIR loop (Alcamo et al 1998). More than 11,000 species of animal and plants are known to be threatened by extinction, about one third of the coral reefs are expected to vanish in the next 30 years and about 15 million hectares of forests are being seized annually. “Unless we change our ways half of all species may disappear by the end of this century”. (Wilson, 1990). The damage being done is more than aesthetics, what’s more, once you start tearing out swaths of ecosystem you upset the existing balance in areas that you even didn’t intend to harm.

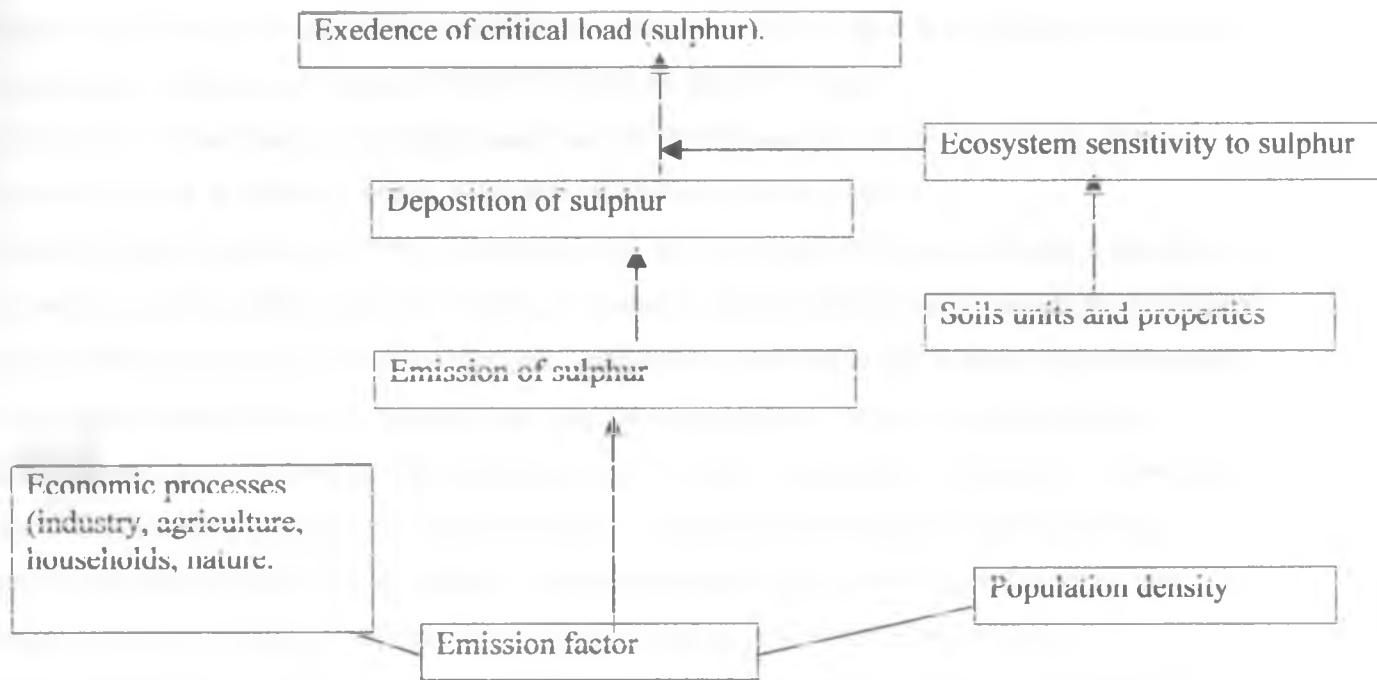
1.1.5 Acidification

Increasing industrial production, transport, agriculture and other economic activities results into higher emission levels of acidifying compound, mainly sulphur and nitrogen (Olivier et al, 1996). Acidification occurs when terrestrial ecosystem can no longer absorb the deposition of sulphur dioxide, nitrogen oxide, and ammonia without showing damage to soil and vegetation. When critical levels have been exceeded, the health of the ecosystem is at risk. British petroleum (B.P.) decided in 1997 to reduce its carbon emissions to 10% below 1990 levels by the year 2010. More than 100 corporations including G.M., Bristol-Myers Squib and British Airways now release data on their environmental and social performance according to protocol spelled out by the global reporting initiative.

Under the 1990 amendment the clean air act, the United States government set up a cap or the limits on sulphur dioxide emissions, a contributor to acid rains and distributed tradable emission permits. Companies able to reduce their emissions could sell their unused permits to others. The Environment Protection Agency says the programme has reduced sulphur dioxide emissions more

than 30% from 1990 levels and cost industries a mere 20% of what the government originally estimated. (Braingart 1999)

Table 1: A summary of the acidification process:



Surprise has played a role in the development of key environmental issues on the international agenda, particularly between Stockholm (1972) and Rio (1992). And will continue to do so in the future. CFC induced ozone depletion (stratospheric ozone depletion) was unknown at the time of Stockholm (1972). CFCs, which were thought to be chemically inert and harmless to the environment, are now recognized to be the primary cause of stratospheric ozone depletion. It suddenly became an alarming issue for scientists, policy makers, and the general public, following the discovery of large stratospheric ozone “hole” over Antarctica in 1985.

Certain events may be known to be possible but their severity, timing, and location is unanticipated. With the expansion of human activity and industrial activities, such events have the potential for increased frequency and ecological and/or socio-economic impact. Examples are: Oil spills like the Torrey canyon in (1967); Amoco Cadiz (1978); Exxon Valdez (1989); Persian Gulf (1991).

Accidental poisoning and toxic chemicals events like the methyl mercury poisoning in Minimata Japan (1959); Dioxin leak, Seveso, Italy (1976); Methyl Isocyanate leakage Bhopal India (1984).

Severe smog and air pollution like the London smog in (1952);Indonesia forest fires (1997).

Nuclear accident like the Urals in (1958); Three milk island (1979); Chernobyl (1986) -(UNEP GEO Report 1999 Dec issue)

1.1.6 Emergence of new findings

Existing issues may be brought in to new light by new developments or findings or by media involvement Pollution e.g. silent spring in 1962 publication about effect of pesticide and herbicides; Discovery of toxic substances in love island New York; Discovery of contaminants in the arctic far from areas of use. Acid rains: The Swedish case study (1972) presented at Stockholm stimulated international concern and action (UNEP GEO Report, Dec 1999 issue).

Ecologists are becoming increasingly concerned about the quantities of nitrogen being dumped into the environment as fertilizer and as gases from factories and automobiles

(Moffat, 1998; Vitousek et al 1997). The worldwide use of nitrogen fertilizer is rising exponentially, as indeed are automobiles numbers in many countries. This has led Galloway and others to estimate that by 2020, deposition of reactive nitrogen compounds will increase by at least 25% in the more developed regions (e.g. North America) and will at least double in least developed regions (S.E. Asia and Latin America). The ecology society of America has named nitrogen overload as an important emerging global environmental issue. An estimate has been made already that human activity already produce 60% of all fixed nitrogen deposited on land each year. Nitrogen is of course needed to fertilize crops, but some of the consequences of over fertilization are:

Eutrophication of inland lakes, and rivers due to runoffs of nitrogen compounds, Production of coastal algal blooms, including "red tides" Creation of mineral deficiencies in forest soils due to leaching, loss of biodiversity in prairie grassland (Wedin and Filman, 1996) climate change among others. (UNEP,2000).

Table 2: Different types of emerging environmental issues.

Old issues of increasing significance through escalation of present trends	
Depletion of natural resources	Water pollution
Fresh water scarcity	Energy use
Air pollution	Population growth and movement
Coastal zone degradation	Changing social values
Marine pollution	Poverty
Significance being recognised through research	
Ocean circulation changes	Contamination from waste disposal
Climate change	Ecosystem functioning
Ozone depletion	Carbon sinks
Significance still largely unrecognised	
Invasive species	genetically modified organism
Fisheries failure	Sea level rise
Persistent bio-accumulative toxics	Debris in space

1.1.7 United Nations Resolutions

In its resolutions of between February 26th 2000 and March 1st 2003 the ecology environment committee working for the UNEP came up with the following resolutions concerning recent events that had happened globally:

Ban of CFC containing sprays such as air fresheners and deodorants as these enhance damage to ozone. Brought to the attention of the general assembly that a recent analysis in Jakarta estimated that 1,400 deaths, 49,000 emergency room visits, and 600,000 asthma attacks were due to air pollution.

Spain's coast a da Morte. Recent oil spills off the coast of northwest Spain which has resulted in Banning of single-hulled tankers from Mediterranean waters mainly because of the increase in breakages and sinking of such tankers. Brought to the attention of the general assembly examples of the prestige oil tanker which in November 2002 spilled 15,000 metric tonnes of heavy fuel on the coast, another oil spill in the same coast led to the expulsion of 6.7million gallons of fuel oil and contaminated 250 kilometres of coastline

The Exxon Valdez spill in 1989, which left an estimated 250,000 sea birds, 2,800 sea otters and 22 killer whales dead. In addition marine plant life covering a radial area of 100 square kilometres was

damaged. Resolutions of reducing the effects of global warming by making member countries sign the Kyoto protocol. (EAMON 2003).

Resolution on the ban of dumping harmful plastic to the environment. Brought to the attention of the general assembly that nearly 3 billion non-biodegradable plastic baggage are used in Taiwanese petrol chemical industry alone annually creating a very large environmental burden. Such plastics are harmful to the environment since they choke drains; kill animals and produce poisonous gases such as carbon monoxide when burnt in air. (EAMON 2004)

1.1.8 Legislations

As pointed earlier a growing number of people worry so much about the environment. Just over the millennial horizon lurk, the spectre of global climate change and stratospheric ozone layer that may have been thin to shield the planet from the sun's cancer-causing, crop depicting UVA and B rays are now a reality. No wonder around the world almost two in three people believe "protecting the environment is the most important concern, even at the expense of economic growth, and pro environment sentiments are mirrored in every region of the world."

Currently multinationals are facing a growing variety of legislations designed to address environmental issues. Global concerns for the environment goes beyond industrial pollution hazardous waste disposals and rampant waste disposal to include issues such as product packaging and its effect on solid waste management and environmentally friendly products. These concerns have raised our levels of environmental consciousness, which is what we mean by "greening of the environment". Environmentalism has been a political factor for a couple of decades although it has not intensified in importance and government are taken to task when it comes to protecting the environment. A niche consumer market is willing to pay extra in exchange for green products. All over the world manufacturers are gearing up to become certified with ISO 14001, the first of a series of international voluntary environmental quality standards that promise to forever change the way business is conducted. In many countries, Kenya amongst them products are labelled environmentally friendly if they pose no threat to the environment throughout their life cycle i.e. from manufacturing to disposal, a cradle to grave approach. For example, propellants that do not pollute the ozone layer (NEMA annual report on the environment as reported by the daily nation of July 18th 2004.)

Though there are no legislations that require a product to carry an eco-label as a condition to selling the product, designation that a product is eco-friendly is voluntary and its environmental success depends on the consumers selecting the eco-friendly products. This is why nowadays; many companies have designed schemes to identify products that comply with certain criteria's that makes them more environmentally friendly than similar products in the same product category.

Products that meet this category are awarded an eco-label that the manufacturer can display on packaging as a signal to customers on an environmentally friendly product.

In July 2002 National Environment Management Authority (NEMA) was created by the act of parliament. The authority is the principal instrument of the government in the formulation and the implementation of policy, legislations and plans and is guided by the general principles of the environment management and coordination act (EMCA) which entitles every person in Kenya to a clean and healthy environment. The environmental health and safety policy act (EHSP) is aimed at attaining high standards of EHS at places of work.

1.2 Research problem

Creating products that are more in sync with nature allows one to contribute personally to environment cleanup and help ensure a more secure future to our children. Time and again, people living in towns have been urged to boil drinking water, avoid using particular skin lotions, sort out their domestic waste before discarding them among other advisories. Our water sources are being destroyed at an alarming rate, hence making major cities and towns lack reliable clean drinking water. This has been largely attributed to the destruction of our major catchments areas (the Aberdare's), and globally due to the massive logging of the rain forests.

Eco-marketing as an area of study has received little attention in the past two decades. Infact, the concept started gaining importance in the early 90s. A number of scholars who have worked on this area have based their research on the broader area of social responsibility among Kenyan organizations hence little attention was given to eco-marketing, a subset of social responsibility. Several Scholars have studied eco-marketing; Chepyegon (1996) investigated marketing centred towards societal marketing concept, Ochieng (2000) reported on a comparative study of societal marketing concept, Waunda (2002) explored on the concept of social marketing, Ayele (2003) did an investigation in to the practices of social responsibility among polythene manufactures in Kenya, Kiagera (2003) studied green marketing in Kenya, Mbugua (2003) showed the uses of social marketing strategies in changing public behaviour focussing on rural enterprise and agribusiness promotion project, Obillo (2003) examined the factors influencing social responsibility in the reproductive health sector focussing on branded male condoms, Wangeci (2003) did a research on social responsibility in Kenya-attitude and awareness of execution of medium scale manufacturing firms in Kenya, Bashaika (1977) explored the concept of social responsibility by doing a case study of a developing state-Uganda, Abuya 2003 did an investigation into social responsibility among manufacturing firms in Nairobi, and Obuya 2003 did a survey of the extent to which manufacturing firms in Nairobi practice green marketing.

Most of the above researches are either too broad in nature that is, they look at social responsibility in general hence little attention is given to eco-marketing or are too narrow in focus that is, they focus on one particular company. Studies on the area of green marketing which have been done recently have mainly been on the area of the manufacturing industry. This clearly shows that a broad in depth analysis of eco-marketing was not adequately covered in the area of the service industry. In the study at hand, the extent to which Kenyan organizations in the service industry practice eco-marketing in their promotion strategies will be unravelled.

The study will try to answer the following research questions:

To what extent do Kenyan organizations practice eco-marketing?

What are the benefits available to companies that practice eco-marketing?, and

What are the main reasons that make Kenyan companies adopt eco-marketing in their promotion strategies?

1.3 Research Objectives

The study is set to achieve the following objectives:

To determine the extent to which Kenyan organizations practice eco-marketing.

To determine the benefits that are available to companies that practice eco-marketing activities.

1.4 Importance of the study

The study will be of great importance to the industry, firms studied and the society at large.

Equipped with a better grasp of ecological issues, enlightened companies will voluntarily adopt environmentally responsible business practices since a growing number of chief executives will start to appreciate the link between environmental responsibility and more profitable business practices. Industries today must react and respond to increased economic pressure, global competition, and environmental awareness. The long-term existence of industries is challenged by higher prices of raw material and labour as well as increased capital outflow and operational costs due to measures to control and minimize pollution. It is for this reason that this study will help firms that practice green marketing to position themselves for the tough times that lie ahead through saving on production overheads by reducing waste and incorporating energy efficient operations in their production processes.

CHAPTER TWO

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter will look at all the other relevant areas of study which are related with this topic and which have already been researched on and documented in journals, periodicals or published books. This was done for the sole purpose of ensuring that duplication of materials is not done hence ensuring that the research at hand was original.

2.1.1 The natural environment

The natural environment consists of the natural resources that are needed as inputs by marketers or that are affected by marketing activities. Environmental concerns have grown steadily during the past two decades. Some trend analysts have labelled the 1990s as the earth "decade" claiming that the natural environment is the major worldwide issue facing business and the public. In many cities around the world, air and water pollution have reached dangerous levels, world concerns continue to mount about earth's ozone layer depletion, and the resulting "greenhouse" effect, a dangerous warming of the earth and many environmentalists fear that we soon will be buried in our own trash (Kotler 1997).

Public concern has created a marketing opportunity for alert companies. Such concerns create a large market for pollution control such as scrubbers, recycling centres, and landfill systems. It leads to a search of new ways to produce and package goods that do not cause environmental problem. Concern for the natural environment has spawned the so-called "green movement". Increasing numbers of consumers have begun doing more business with ecologically responsible companies and avoiding those whose actions harm the environment. They buy "environmentally friendly" products, even if these products cost more. Many companies are responding to such consumer demands with ecologically safer products, recyclable or biodegradable packaging, better pollution controls, and more energy efficient operations. It is in this line that current marketers are slowly starting to develop solutions to the material and energy problems facing the world rather than opposing regulations (Davidson, 1997).

2.1.2 Environmentalism

Environmentalism is enjoying a resurgence in today's society and as pointed earlier the 1990s can be arguably be called the decade of the environment. The previous surge of public interest in the environment began in the 1970s a decade that saw the enactment of the clean air act in 1970 and the clean water act in 1977. Public and the media attention waned in the 1980s, however, environmental problems such as ozone depletion, global warming, rain forest destruction were high priority items on the public agenda. The Rio summit of 1992 was a defining event in the business environment relationship and corporate environmentalism became a greater area of concern. (Caincross 1992) the

same applies to the Kyoto protocol of 1997 and 1998. Though many economies in the world today welcome industrialization, what they fail to answer is the question, at what price? Global warming, ozone depletion, air pollution, soil erosion, marine life destruction, among others are well known global environmental problems that require immediate attention (Ecology environment committee resolution report, 2004).

Generally speaking, organizations are accountable to all their stakeholders interests .A stakeholder can be defined as all those groups that can affect or are affected by the organization (Freeman 1984). This shows that organizations should not only concern themselves about its employees and customers but also about the local people, environmental agencies, regulatory agencies, and the surrounding communities in which they operate in among others.

Environmentalism can be defined as “an organized movement of consumer citizens and government agencies to protect and improve peoples living environment”(Kotler 1996). Many companies view marketing as an uncontrollable element to which they must adopt. They passively accept the marketing environment and do not try to change it. They analyse the environmental forces and design strategies that will help the company avoid and take advantage of the opportunities the environment provides (Kotler and Armstrong 1996). Other companies take an environmental management perspective rather than simply watching and reacting. These firms take aggressive actions to affect the public and form in their marketing environment. Such companies have lobbyists to influence legislations affecting their industries and stage media events to gain favourable press coverage. They press lawsuits and file complaints with regulators to keep competition in line with environmental issues and policies.

However it should be noted that environmentalists are not against marketing and consumption, they simply want people and organizations to operate with more care for the environment. The marketing goal system should not be to maximize consumption, consumer choice, or consumer satisfaction, but rather to maximize “life quality” meaning not only the quantity and quality of consumer goods and services but also the quality of their emissions (Kiogera 2003).

A number of industries have been hit quite hard by the current events and legislations on the environment, for example the steel industry in the USA has invested billions of dollars in pollution control equipment, the auto industry has had to introduce expensive emission controls in cars, the packaging industry has had to find ways to reduce litter, the gasoline industry has had to introduce new no lead gasoline among other measures. Such costs are later passed on to the buyer (marketing highlights, 1996,pg 22-23).

The burgeoning environment movement was dubbed green movement, environmentally aware consumers called green consumers, product designed to protect the environment called green

products, and, not surprisingly marketing that uses environmental claims called green marketing (Schiffman and Lazar 1996).

Despite sidetracking by not signing the Kyoto protocol, the USA has been at the forefront when it comes to protecting the environment. In 1989 a study was done in the country and it was found out that 50% consumers surveyed environmental problem as posing a direct threat to their personal health and safety. The marketing intelligence service which tracks new product introduction reports that the percentage of new package produce making some kind of green claims more than doubled between 1989 and 1999 rising from 4.5 to 11.4 of the total. The number of green advertising appearing on television and in major print vehicles more than quadrupled during the same year.

The table below shows how Americans have been responding to green communication as reported by the 1995 Ropper poll.

Table 3: Americans response to green communication.

Return cans	48%
Recycle newspaper	37%
Separate recyclables	32%
Buy non-aerosols	31%
Use public transportation	10%
Contribute to environmental groups	8%
Volunteer to environmental groups	4%

Source: The ropper report organisation as reported in ad week's marketing week Aug, 12,1991,10

2.2 Social marketing

Social marketing is the design, implementation, and control of programs seeking to increase the acceptance and ability of a social idea, cause, or practice in a target group. Social marketing is a subset of non-profit marketing (Craven and Hills 1992).

The societal marketing concept requires company management to include the consideration of social implications in their decision process and their management control procedures. Although social responsibility is perhaps implied in the marketing concept, consumerism and related social concerns accentuate its importance. Increasingly, firms such as Mac Donald's and Xerox include a strong commitment to social responsibility in their corporate objectives and recognise that customer satisfaction must take into account the social impact of a product use (Cravens and Hills 1992).

Currently consumers are increasingly willing to put their money where their mouth is regarding the purchase of environmentally sensitive products .One study reported that 23% of American

shoppers made purchases based on environmental factors in 1991 and this figure was expected to increase by more than 50% by 1995 (Dibbs and Simeken 1990).

2.2.1 Social and environmental stewardship

Occupational health hygiene requires businesses around the world to manage employees' health activities in accordance with local laws and regulations and according to industries own codes of practice. Operations in industries should be reviewed time and again for health risks and appropriate preventative measures and programs standardised and applied across the industry as best practice initiative. There should be continuous practice and communication of safe operations around the world .Any incident that do occur in a firm should be thoroughly investigated and lessons learned applied throughout the organisation to minimize the likelihood of recurrence. Social responsibility entails outlining the minimum standards and actions needed to align with or conform to ISO 9000 (quality assurance), ISO 14001 (environment), and ISO 18001 (health and safety) management systems. For the above assurance to be credible, they should be verified by an external auditor like KPMG for this will enable the company determine its strengths and weaknesses. A strong message is also sent to the stakeholders that environmental management is taken extremely seriously; and it gives a powerful statement about the scope and capabilities of integrated management systems and standards (IMSS) (*HHP://WWW.boc.com 23rd 08-2004 5:30pm*)

2.2.2 Social responsibility in marketing

Social marketers use a variety of methods to market their products .In real sense; they employ four major strategies to ensure that their activities reach the desired market with impact. Some social marketers will use the reactive strategy approach, which entails a business decision that allows a social condition to go on unsolved until the public learns about it. It is at this juncture that action will be taken for the public to see that the company is being social responsible. Other social marketers will use the defence strategy approach-that is, a business decision that tries to minimize or avoid additional obligation linked to a problem. Such an approach is effective especially when backed with facts. Others use the proactive approach strategy that entails a business decision to take responsibility for its actions and respond to accusations levelled against it without outside pressure or the threat from government intervention. This strategy clearly shows that the affected company owns up to its social responsibility. Finally the accommodation strategy approach may be used and this entails the business decision to take responsibility and take action especially when encouraged by special interest groups or threatened by government intervention (Mc Carthy and Peurecolt 1993).

2.2.3 Green Marketing

Conventional marketing entails developing products that meet consumers' need at affordable prices and then communicating the benefits of those products in a compelling way. Environmental marketing is more complex. It serves two key objectives:

To develop products that balance consumers' needs for quality, performance, affordable pricing, and convenience with environmental compatibility, that is, minimal impact on the environment.

To project an image of high quality including environmental sensitivity, relating to both a products attributes and its manufacturers track record for environmental achievement. Green marketing is integrated in social marketing in a number of ways:

Green claims is one of the strategy that is widely used by many companies. Indeed, according to J. Walter Thompson Company, green claims quadrupled between 1989 and 1990. Trash bags and diapers were touted as "degradable" and hair sprays were branded as "ozone friendly". One product label even exclaimed "earth friendly since 1889." However, too many marketers learned the hard way that partaking of environmentally related opportunities require a total corporate commitment of greening one's products (Kiogera 2003).

Another way in which green marketing is integrated in social marketing is by way of communication. Though costly, consumers must be educated of new technology, new brand names must be established, and corporate green credentials must be put forth. Such tasks can overwhelm the budget of start-up companies with stiff demands for research and development among other needs. Environmentally-oriented communication works best when green products attributes are obvious, legitimate, and meaningful to a sizeable number of consumers, when a products environmental benefit are tangible and can be clearly and easily communicated, and when product related attributes are reinforced by substantive corporate progress.

Another way in which green marketing is integrated in social marketing is by way of education. Nowadays an increasing number of green consumers want to make sure that their shopping choices line up with green values, and they are receptive to efforts by marketers to provide them with the information that they need to make informed purchase decisions. For advertisers that make the effort to teach, educational message provide special opportunities to increase purchase intent, enhance imagery and bolster credibility. The best educational efforts make environmental benefits tangible through compelling illustrations and statistics. A good example of a company that has successfully used education to market their products is Hangtag. The Company describe the process by which their products are made by providing compelling eco-stats that help consumers visualize and appreciate the products environmental story. Shoppers of Hangtag have learnt that for every pound of EcoSpun fibre, approximately 10 bottles are kept out of landfills, and recycling efforts have kept 4.8 billions bottles out of landfills and saved 1.3 million barrels of oil (Di castri 1998).

In order to make green more effective in their promotion strategy, most companies prefer to empower their consumers with solutions on how to make their purchase decisions. Environmentally concerned consumers respond to emotionally- driven messages arming them with specific strategies for helping them take back a sense of control over their lives. Rather than promising magical transformation in one's outward appearance, the body shop retail cosmetic chain empowers its socially conscious audiences to "make up your mind, not just your face". Advertising messages shun discussions of product superiority and idealized images of glamorous users. Headlines exclaim "humanism, enthusiasm, love, intuition, curiosity, humour, magic and fun. You can bottle it! And recycle it" Window display and in-store literature showcase environmental causes such as ozone layer depletion and global warming, not artsy product promotions. Therefore the underlying motivation of the target should be addressed, disenfranchised consumers empowered and consumers who are trying to make a difference rewarded (Di castri 1998).

Sometimes highly illustrative visuals are used to strengthen the upbeat emotional appeal of environmental advertising. Research done by the Roper Starch Worldwide and Competitive Media on over 300 ads that appeared in 186 magazines between 1991 and 1995 came up with three worthy notes of advice but the major one was:

"Take a stand and state it powerfully. Many people favour, at least in principle, the prospect of a healthier environment; moreover, a significant number of people feel very strongly about environmental issues. It makes little sense, therefore to mute your environmental message. People respond to powerful environmental messages they agree with and will be more involved more with advertising if their attention is captured by headlines and copy that loudly bespeak a strong commitment"(Di castri 1998).

The potential to motivate the large mass of passive greens with the promise of fitting into society cannot be overstated. That's because environmental issues are inherently social: your gas-guzzling car pollutes my air; my wastefulness clogs my landfill among other campaigns have been successfully used to promote eco-marketing. This dynamic underpinned the most successful anti-litter campaign in history. It was created for Texas Department of Transportation by the Austin based GSD&M advertising agency in 1985 and is still running. When research showed that slogans like "pitch-in" were having no effect on habitual litterers, advertising enlisted popular celebrities like Willie Nelson, Randy White, and George Foreman to demonstrate that it is "uncool" to litter .The "don't mess Texas" campaign has helped to reduce roadside litter by 72% saving taxpayers millions of dollars per year in cleanup costs (Hill 2000).

Environmentally preferable products like recycled paper and organically grown cotton benefit everyone in society, not just the people good enough to pay the premium to buy them. Rewarding the purchasers for their altruism and helping them over the premium price hump-by demonstrating how environmentally sound products help consumers protect their health, save money, or keep their homes and communities safe and clean is a common way of green promotion to appeal to consumers self-interest. Not surprisingly, such products category as organically grown food and clothing and compact detergents, where consumers are able to make a connection between the environment and their own personal well-being, are growing faster than the ones where they cant immediately experience the benefits. A good example is that of 3M's Scotchbrite "never-rust" soap pads-from 100% recycled plastic-highlights in-use consumer benefits while the package's side panel details the products and packages environment-related attributes.

For a promotion to be effective, it should be repeated several times to the target market. Therefore performance reassurances should be provided all the time. Environmental preferable technologies often look or perform differently and are often perceived as less effective than their more familiar browns counterparts. Remove this potential barrier to purchase by addressing the issue head-on time and again. For example, to reassure its customers that Triton six packs rings will not decompose while carrying coke to the picnic, body copy includes the reassuring note, "they've passed every environmental test; yet they're strong on the job." Alternatively, to reassure and to underscore the reliability of its remanufactured copier, Europe's Rank Xerox markets its machines as "proven workhorses"(Hill 2000).

While advertising is usually the preferred way of communicating with mass consumers, many green marketers prefer to use alternative media-and its not just for lack of big budgets. Alternative messages, especially those delivered through non-paid media, can be more credible, as well as capable of reaching green consumers where and when they seek information. Paid advertising while capable of reaching mass as well as niche consumers efficiently, may be less than credible for bearing environment-related messages. Roper found out that the most sophisticated consumers prefer messages conveyed on packages or through direct marketing and community programs. He also found out that ads have no significant impact on people who are highly involved in the environment. Green marketers typically rely heavily on public relations tactics to communicate their messages. The value of this approach is threefold: its public relations efforts can target green consumers in a cost efficient way; it provides third party credibility; and it reduces the potential for backlash for what may appear to be self-congratulatory messages (ropper poll 1995).

Packaging, the Internet and company-disseminated information are also excellent green communication vehicles. With a projected 25 million users by 2000,the World Wide Web

represents an efficient means of reaching consumers with information and advice on green products. Environmentalists have long staked out sites on the Internet to share information on global environmental problems, and a few sites now have sub-sites where consumers can obtain information on green products, green companies, and green behaviour. Examples include Envirolink, Green Market, Eco Expo Online, and EcoMall. Recognizing that the most active and influential consumer are apt to call or "visit," successful green marketers offer toll-free consumer hotlines and attractive information-intensive web sites and welcome specific environmentally-related questions about their products. Many companies use the opportunity to educate callers with in-depth follow-up literature on their corporate environmental policies and programs (UNEP 1997b).

Green products like renewable power (wind, solar, and hydro) have been on the increase. Many organizations have moved towards making environment friendly products in terms of packaging, product content among other benefits (Rader 2004).

For green products to be sustained in the long run, green pricing should be used. Green pricing works well when low entry barriers exist in industries that widely practice green marketing like the tissue industry. A low entry barrier ensures that there is more competition hence prices are driven down. Duty on solar and wind power related appliances has been reduced and in some cases waived. This has been particularly important to renewable energy because if markets are competitive we can expect to see entrepreneurs trying to break in to market using environmental claims (Mugo 2003). Further more, for green marketing programs to be successful in the long run, they should both improve both improve the environment and be fair to the consumers. Prices should not be excessively higher than the actual cost of the resources in the portfolio. This is particularly true for green pricing programs, which are scrutinized by regulators, and in imperfectly competitive markets, because in these cases, there is no real competition in the green markets. In markets that are vibrantly competitive and in which consumers have good information, this is less of a problem since lower-cost providers can compete to displace those providers charging excessive prices (Rader 2004).

America's environmental ethics makes emission control gasoline, water-saving washing machines and dishwashers, phosphate-free laundry powder, and mercury-free and rechargeable batteries the new gold standards in their respective product categories. America's love for recycling has created markets for recycled building products, packaging, stationary, and even sweaters and sneakers. Health conscious consumers fuel markets for organic foods, natural cleaning and personal-care products, air-and water filtration devices, water based paints (low fume) and stains, bottled water, and organic fertilizers and integrated pest management system that do not rely on man made chemicals at all. Given current developments, consumers in the early years of the 21st century will

be snapping up cars run on electricity or natural gas and home power systems fuelled by solar or geothermal energy.

2.3 Green marketing opportunities

2.3.1 *more profits*

Many companies and especially those in high polluting industries as chemical, oil, electronics and power generation, now have management systems to make sure that corporate environmental profiles and products exceed consumers expectations Today major companies in Kenya e.g. Coca Cola Mumias Sugar Uchumi among others worldwide recycle their waste products. Other companies especially those in the oil and automobile industries have upgraded their facilities with energy efficient technologies. Such steps reduce operating costs and liability while boosting profits. Producing eco-efficient products creates less waste, uses fewer raw materials and saves energy too Thanks to innovative manufacturing processes suggested by highly motivated and trained employees Interface, the world's largest producer of commercial carpeting, projects a saving of more than \$35 million by the end of 1997. The changes required to make and market environmentally product enhance the employees morale and productivity with a payoff in improved customers relations and overall return on investment. Enhanced corporate imagery ensues, and this can help attract investors and top talent (Marketing intelligence Aug 2003).

2.3.2 *Competitive advantage*

Many markets know now that being on the shelf first with an environmental innovation brings competitive advantage. Since the first edition of green marketing was published in 1993, Rayovac introduced renewal brand reusable alkaline batteries and redefined the market for rechargeable. Locally, Mobil started to sell its unleaded fuel to its customers with a claim that it was environmental friendly, all its major competitors followed suit and started selling unleaded fuel too. Currently in its production, Philips produces and sells energy efficient longer lasting fluorescent lights and other electrical appliances. Wellman, inc., has expanded its business definition from plastic recycler to pioneer in the market for branded polyester fibre made from used coke bottles (Marketing intelligence Aug 2003.)

2.3.3 *Increased market share*

Times are tough for marketers of branded products. Brand loyalty is near all times low, and the percentage of Kenyans who feel it is worth paying more is declining. In this tough competitive climate, environmental compatibility breaks ties to the shelf. Pragmatic consumers skew purchases to those products and packages that must be recycled or otherwise safely disposed of in the environment. All else being equal, many consumers look to do their bit by happily switching brands

or boycotting those products of companies deemed environmentally unsound. (Kotler 1997). A good example is in the flower industry where the main companies which import Kenyan flowers recently threatened to boycott buying flowers from Kenya, some companies even cancelled their orders mainly because most flower companies in Kenya were releasing toxic wastes to the environment hence creating a health hazard in their area of operations.

2.3.4 Better products

While much brand switching is conducted in the name of altruism, what attracts most consumers to greener products is quite simply the prospect of higher quality: low energy bulbs slash bills-non toxic garden products which are safer for children and the entire eco-system are signs of improved product quality. Except these enhanced primary benefits-of performance, convenience, price and safety, for example-that company environmental improvement to continue to propel the market for environmentally preferable products in the years and decades to come (Kotler 1997).

2.3.5 Personal rewards too

Kotler goes on to say that Green marketing offers a rare opportunity to integrate ones value in to the workplace. Creating products that are more in sync with the environment allows one to personally contribute to environmental cleanup and help ensure a more secure future for our children.

2.4 Role of consumers

Although they express their environmental concerns in individual ways, green consumers are motivated by universal needs these needs translate in to new purchasing strategies with implication for the way products are developed and marketed.

Consumers should scrutinize products at every phase of their life cycle, from raw material procurement manufacturing and production, straight through to product re-use, repair, recycling or eventual disposal. While in use attributes continue to be of primary importance. Environmental shopping agendas now increasingly enhance factors consumers cant feel or see.

They want to know how many materials are procured and where they come from. How food is grown, and what their potential input is on the environment once they land in the trash bin.

Green consumers can also patronize manufacturers and retailers they trust and boycott the wares of suspected polluters. In the absence of complete knowledge about a product environmental statistics, purchasing from upright manufacturers and retailers provide an added layer of assurance that products are safe.

Everyday behaviour of consumers such as disposing of what is perceived as excessive packaging or keeping the water running while shaving can serve as effective daily reminder of personal

environmental transgression, use of products that are, rightfully associated with environmental blight-disposable diapers, plastic cups etc reinforce their guilt.

Consumers should be able to tell “green products” from “brown ones”, especially when they are going shopping. Such environmentally preferable products such as mercury free alkaline batteries or paper towels made from recyclable paper are often times indistinguishable from brown ones. Most consumers especially those in the western countries have great concerns about environmental issues most of them (true greens) recycle their products. However at present, a growing number of green consumers view environmental challenges as issues that go beyond industrial action and choices requiring national and international government action (Barnley 1994)

Lastly consumers should be willing to pay a premium for environmentally safe products. However resistance to pay a premium will not go away any time soon. Many consumers cannot afford to pay for any type of product, green or not; today consumers are especially spoiled by everyday low pricing strategies mass merchandiser discounting. Although wallets are gradually growing wider for greener goods as a result of increased education, most consumers are still not willing to pay extra money upfront for products that promise a long time payback such as energy efficient refrigerators or light bulbs (Barnley 1994).

2.5 Challenges of green marketing

Environment marketing benefits can be direct, intangible or insignificant to the consumer. For example, consumers cannot see the emissions that are being spared by vehicles that are fuel-efficient or power plants that claim to use energy saving appliances.

Secondly, primary product quality may be compromised. Although many green products are better, faster, smaller and more convenient or durable, others can be more expensive slower, uglier or less sanitary. Cloth dinner napkins for example may be less wasteful than paper but they cant march the convenience of their disposable counterparts.

Targets may be elusive and less difficult to pinpoint, though targeting mothers with extra pennies to spend on organically produced food for their babies may be easy through conventional media, lifestyle based targets such as wildlife lovers or the chemically sensitive consumers are more elusive.

Communication can be expensive; consumers must be educated on the benefits of new technology and green products. New brand names must be established. Corporate green credentials must be put forth. Such tasks can overwhelm the budgets of start-up companies with stiff demand for research and development costs among other needs.

A backlash can occur, communication that appear insignificant or often invites criticism from stakeholders; environmentalists often sniff out those whom they perceive to be “green washers”, and are on the prowl for marketers who make deceptive environmental marketing claims. While these challenges exist, not communicating one’s environmentally oriented products initiatives presents its own risk This involves being replaced on the shelf by a competitor with recognized green credentials, and lost opportunity to increase market share among the growing number of green consumers. Moreover marketers who do not tout their products greenness may find that consumers may assume their products are not environmentally sound.

2.6 Examples of companies that practice eco-marketing

Many companies especially multinationals that operate in Kenya have come up with green products and furthermore, entrenched green marketing in their operations.

It is undeniable fact that automobiles have been one of the major elements inflicting environmental impact on the earth. We must be fully aware of this fact, and we must strive by all means to achieve the harmonious balance. That is why Toyota introduced the first mass produced gasoline electric hybrid car (prius) and in Sep 2000, 100,000 units had been sold within a period of five years. The prius was named eco-car. In America alone, 17 million cars are sold each year and the demand in china may surpass that of America in the next two decade. The question we need to ask ourselves is, what should be done from the emissions of all the cars globally? (Time Magazine Aug 2002)

Total Kenya Ltd launched “total eco challenge” in April 2003 that aimed at reforestation. Total Kenya is challenging the citizens of Kenya to plant trees in a five year project The company is engaging in a communications campaign to sensitise people on the need to plant trees, the importance of forests and the consequences of their destruction. The communication also provides expert information on the best way to plant trees, the most suitable specie per region, the best way to nature them, the best way to set nurseries, the best way to harvest them, the benefit of individual tree specie and much more. In 2003,they introduced tree nurseries at most of their service stations to make it easier for people to get trees for planting. Coca Cola currently uses refillable bottles enmass. This has reduced their packaging costs significantly. In September 2003 Coca Cola introduced plastic disposable bottles for their half litre soda brand. As an environment conscious company, it built a recycling plant where the disposable plastic bottles can be recycled. In1980, Bayer scientists invented Bayer tower technology for the biological treatment of water. As well as being used by Bayer E.A.it is marketed to local authorities and other companies. The heavy investment are paying off: compared with 1990, waste water load have been cut by 75%, emissions

to atmosphere by more than 50%, and the amount of solid waste by more than 20%. Kenya Breweries, the largest brewery in Eastern Africa uses refillable bottles in most of their products. Unilever, House of Manji, and Dhodia packaging- the largest packaging equipment manufacturer in Kenya only engages in biodegradable and recyclable packages for their products. Currently most companies which engage in the making of tissue like Rosy, Velvex, Beauty among others are made from 100% recycled paper hence they use this claim as a marketing tool to gain a competitive advantage over those companies which do not use recycled paper. Unilever, Kapa oil refineries, Toss, Excel, and Delmonte currently pack their products on either bio-degradable aseptic boxes, reusable bottles or containers which can be used for other purposes for example plant flowers or store water, furthermore, the plastic containers used are recyclable. Battery manufacturers like Eveready Kenya and Panasonic are currently making mercury free batteries. This ensures that when disposed they do not pollute the soil significantly In Kenya, solar companies like Kyocera, Solagen, Sollatex sell only rechargeable batteries. This ensures that consumers can save a lot of money. Rechargeable batteries are used widely in rural areas where the standards of living are low. Other companies that are noticeable in the area of environment management are: KPLC, Paper Converters Kenya Ltd, BOC, Shell Safaricom, Bamburi Portland Cement, Heinz, Barclays Bank, Kenya Airways, Paper Converters- see appendix seven among others (Commerce magazine Aug 2004).

2.7 Way forward in eco-marketing

Firms should make specific claims limited to plain statement of facts about their products and shun away from inviting erroneous inferences which are based on proven facts that is, they should not say a product is green if indeed it is brown

Firms should come up with alliances with environmental groups with the aim of learning from expertise drawn from the group on how to deal with environmental issues like reducing smoke emissions or dealing with industrial waste.

Finally, firms need a corporate infrastructure that supports environmental marketing. All public “green” marketing statements should be made only after consulting lower level managers who are responsible for product development because they are the ones who know the product well (Commerce Magazine Aug 2004.)

2.8 Conclusion

Successful organizations have realised that they are part of the broader community and it is in everyone’s interest and benefit if they “put something” back to the community. That is why there has been an upsurge in green marketing and currently businesses are developing products and

coming up with marketing mix programmes and manufacturing processes with the intention of safeguarding the product and reducing any harmful impact on the environment.

However it has been observed that green marketing is a strategy that works only if enough consumers find it appealing. The evidence of consumers' interests is mixed. Most Kenyans believe that protecting the environment is a high priority but they are not willing to act on those beliefs. Consumers should show that they have the power to affect the course of our environmental at two points. They can either choose buying or rejecting environmentally friendly products or discarding them in the garbage. Consumers should make up their mind, not just their body and faces, by buying environmentally friendly products (Commerce Magazine 2004).

It is not enough for firms to say recyclable packages, the firms should ensure that independent recycling plants exist within their areas of operation or build a recycling plant that accepts its waste products back the way Uchumi and Coca Cola have done. This is a strategy, which can work only when the company involved has lots of resources. For small companies, it can be a hard nut to crack.

With all the problem of green marketing, one might ask himself whether it is worth it. The answer is yes. Companies that ignore environmental issues risk long-term survival especially in the case where competitors practice green marketing.

Only firms that practice eco-marketing have chances of having substantial long-run rewards (Commerce Magazine Aug 2004).

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research design

The research design used to guide this research in the realization of its objective was descriptive survey. Data collected possessed most of the characteristics of a qualitative research. The descriptive survey explored the extent to which Kenyan organizations encompass eco-marketing in their promotion strategies.

3.2 Population of interest

The population of interest was selected organizations in the service industry – see appendix eight. A judgemental sample of fifteen organizations was selected from the yellow pages based on convenience. The selected organizations have been at the forefront in the area of environmental conservation hence the best representations of the population of interest. The contributions of the above organizations are well known and that is why they were chosen.

3.3 Data collection method

Data was collected by use of the questionnaire. The questionnaire was administered by the researcher to the respondents' that is departmental heads in the marketing departments in their respective work areas. A structured non-disguised questionnaire was used -see appendix six. Data got using non-disguised questionnaire are more reliable and consistent hence a more objective fashion of the apparent meaning of answers to formal questions was clearly shown. The questionnaire was divided into four parts. The first part of the questionnaire (section A) consisted of open-ended questions solely aimed at getting demographic data about the organizations being studied. Section two consisted of a likert five part questions aimed at obtaining data on how public awareness is promoted by eco-marketing. Section three consisted of mostly dichotomous and open-ended questions aimed at obtaining data on the benefits available to companies that practice eco-marketing in their promotion strategies. The last part of the questionnaire consisted of a likert five part scale and some semi-structured questions focussing on reasons why Kenyan companies adopt eco-marketing in their promotion strategies. Due to the nature of the respondents in terms of the limited time that they may have based on their positions, the questionnaire was administered on a drop and pick-later method.

3.4 Data analysis method

A descriptive analysis of data was used to analyse the data got. Percentages and summaries were used to analyse the data got in section A. A content analysis, that is frequencies and percentages was used to analyse the data got using dichotomous and open-ended questions in section B, C, and D. Further more, mean scores were used to analyse the five part likert scale questions.

The above analysis methods were deemed ideal mainly because they are easier to understand at a glance hence even people with little knowledge on statistics will be in a position to interpret the findings.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION OF FINDINGS

This chapter will give an analysis of the data got from the field and will employ the use of able, frequencies and a content analysis. Brief discussions will be done to analyse the open-ended questions.

4.1 Profile of organisations studied.

Table 4: A profile of the organisations studied

SERVICE INDUSTRY TYPE	RESPONDENT POSITION	NUMBER OF YEARS WORKED IN ORGANISATION
Transport	Marketer (local routes)	Six years
Media	Accounts Executive	Three years
Petroleum	Marketing Executive	Eight years
Fast food	Supervisor	Four years
Petroleum	Marketer (Nairobi Region)	Twelve years
Telecommunication	Marketing Executive	Three years
Banking	Branch Manager	Fourteen years
Retail	Branch Manager	Three years

Data was got from a number of different organisations in the service industry with the purpose of getting a comprehensive analysis on how different organisations in the service industry position themselves on the area of eco-marketing. Respondents had worked in their respective organisations for at least more than three years in several positions in the marketing department.

4.2 OWNERSHIP OF ORGANISATIONS STUDIED

Of the organisation studied, 62.5% were public limited companies with the remaining 37.5 being private limited companies, furthermore, 62.5% were a partnership between local and foreign owners, 12.5% were locally owned with the remaining 25% being fully foreign owned. Interms of the proportions of ownership, 75% of the organizations were mostly foreign owned with the remaining 25% being mostly locally owned.

4.2.1 Number of employees in the organisation studied

Table 5: Number of employees in the organisations studied

Number of employees	Percentage
Below 50	0%
Between 50 and 100	12.5% (one organization)
Between 100 and 250	0%
Over 250	87.5% (seven organization)
Total	100% (eight organization)

Apart from one organization, which comprises 12.5% of the studied organisation that habetween fifty and one hundred employees, all the other organisations (87.5%) had over 250 employees. The annual turnover of all the organization studied was between Ksh 500 million and Ksh 20 billion. All the organisations studied did not run any other business in their operations portfolio.

4.3 Promoting public awareness using eco-marketing.

When asked of the extent to which their organisations operations conform to eco-marketing practises, a varying degree of responses was given

Table 6: Promoting public awareness using eco-marketing.

Factor	Mean	Standard Deviation
Company has some recycling program for its recyclable paper	2	1.26
Consumer complaint on eco-management is addressed urgently	3.62	0.86
Consumer Environmental product attributes are critically considered in our promotions	3	1
Consumers are empowered with solutions on eco issues	4.25	0.66
Consumers are educated on how to determine green products	3.12	1.05
Our company product environmental benefits are tangible and can be clearly and simply communicated	2.38	0.48
Corporate green credentials are outstanding in our product package	2.89	1.27
Green products always enhance product quality	3.13	1.36
Our operations affect the environment positively	4	0.5
An objective environment impact report is available to the public in our offices and website	3.5	1.41
An effective emergency plan on how to respond to accidents resulting from the organisations operations exist	3.88	1.02
Operations are reviewed for an environmental risk and appropriate preventative measures and programs standardised and applied	3.88	0.56
Accidents are investigated thoroughly to prevent re-occurrence	4.13	0.60

From the data above it is clear that the performance of the organizations studied in relation to eco-marketing is above average and this clearly shows that eco-marketing is taken very seriously by most organizations in the service industry. The data also shows some degree of consistency as depicted by the low variation in the standard deviation of the data set.

Asked whether their respective organisations have a department or a sub-department dealing with environmental issues, 87.5% of the studied organisations agreed with the statement with 12.5% not agreeing with it.

Required to state their organisations policy on the environment, most companies said that:

- To continue relentlessly to upgrade operations in a way that will ensure negative environmental impact like oil spills are reduced significantly, a level that is not alarming.
- Keep the environment clean, a move towards biodegradable packaging.
- To support initiatives that will impact the environment in a positive way so that the future of our children is secure.
- To leave the earth in a better way than we found it.

- Improve the quality of the ecosystem.

It is quite clear that many organisations in the service industry have a policy on the environment and that is why they are always at the forefront when it comes to environment management.

When asked whether they need to reassure consumers about product quality, more than half of the organisations studied 62.5% agreed with the statement. Of the remaining organisations, 25% did not agree.

Forms of Eco-promotion mostly used by organisations in the service industry.

- Contribution to environmental cause.
- Participation in environmental cleanup.
- Using of the Internet as opposed to paper especially in ticket bookings in the airline industry.
- Media advertisements.
- Eco label/Green credentials.
- Financing of environmental groups.
- Total Eco challenge campaign.
- Restoring destroyed ecosystems.
- Public relations on importance of environmental conservation.
- Eco-posters.
- Community initiative projects.
- Eco technology.
- Charity walks and Marathons for environmental cause.
- Recycling of organisations by-products.

It is evident that most organisations in the service industry have come up with different techniques, which they use in promoting public awareness on eco issues as well as promoting their organisation. Of importance is the incorporation of the public in their efforts.

When asked whether they can take advantage of opportunities to generate free publicity through non paid media on a number of factors a varying degree of response was given in several areas as indicated below

Table 7: Free publicity by use of non-paid media

Factor	% Yes	%No	Total
Direct marketing	75%	25%	100%
Reaching consumers on the World Wide Web	100%	0%	100%
Using product package to increase shelf impact and reinforce brand imagery	75%	25%	100%
Public relations	100%	0%	100%
Community initiative programs	100%	0%	100%

From the data got, it is clear that most companies incorporate eco-marketing using the same marketing strategies. Apart from direct marketing and product package, which are used by 75% of the companies, other marketing strategies are incorporated fully in eco-promotion

4.4 Benefits of eco-marketing.

When required to state whether their respective organisations have received any ISO Certification since they started operating, the following response was given.

Table 8: ISO certification

Factors	% Yes	% No
ISO 1800-Safety and Health	75%	25%
ISO 14001-Environment	75%	25%
ISO 9000-Quality	62.5%	37.5%

Generally speaking, most of the organisations in the service industry in the organisations studied are ISO Certified in at least two of the three categories as evident from the data. This clearly shows that social marketing is taken very seriously in the service industry.

All the organisations studied did not have any other business in their portfolio of operation.

When asked whether they have the recent ISO 14001 Certification on Environment Management System, 62.5% of the surveyed organisation had it, 25% did not have with the remaining 12.5% not responding to the question. An independent external auditor certified all the organisations that had the recent ISO Certification.

Slightly more than half of the organizations studied have recent ISO certification and this shows that more should be done to have certifications renewed when they expire.

When required to explain how the auditors' assurance report has helped their respective organisations, most of the organisations said that the report has led to: -

- Increased profit
- Boosting of the corporate image
- Enhanced goodwill from stakeholders
- Maintained and in some cases improved market share
- The report has made service improvement to be a major area of concern
- Making the organisation remain the leading service provider locally.

From the response got, ISO Certification can be said to be a form of free marketing since the certification is linked to several opportunities that a firm ends up getting.

When asked whether the packaging of their company product was either bio-degradable, Recyclable or reusable the following responses were given:

Table 9: Results on type of product packaging

Factor	% Yes	% No	Total
Bio – degradable	62.5%	37.5%	100%
Reusable	50%	50%	100%
Recyclable	100%	0%	100%

An equal number of organisations had both reusable and non-reusable packages. However as can be seen from the data, the packages of all the organisations studied were recyclable. Almost one third of the companies studied did not use biodegradable packages. The data shows that more than average of the studied organisations take environmental conservation very seriously. However biodegradable packages should be used more.

Benefits of using biodegradable, reusable and recyclable packages.

- Reusable packages are a way of free sales promotion
- Recyclable waste packages and paper can be used in production over and over again
- Recyclable paper lessens wastage hence money is saved
- Recyclable paper can be sold to recycling plants hence generate revenue
- Enhance goodwill from major stakeholders because of using environment friendly packages
- Conflict with environment groups is avoided
- Reusable and recyclable products ensure that thousands of people in the informal sector benefit from collection of such materials hence it is a form of giving something back to the community in which the organisation operates

The use of biodegradable, reusable, and recyclable materials has ensured that our environment remains cleaner and this means that if more companies take this route, the future of our children will be more secure as environmental health will be of paramount importance to all.

When asked the extent to which they consider their products environmental benefit initiative to represent a direct tangible benefit to the company based on a number of factors, a varying degree of responses was given:

Table 10: Benefits of product environmental initiative.

Factor	Mean	Standard deviation
Saving money	3.13	1.05
Saving time	2	1.41
Project good Consumer Health	3.75	1.19
Enhance Consumer Self esteem	3.75	1.19
Conserve water	2.63	1.23
Cut down on toxic waste in the system	3.63	1.09
Enhance goodwill from the – Government	3.63	1.09
Consumers	4	0.5
Suppliers	3.63	0.86
Other stakeholders	3.88	0.60

The data shows that slightly more than half of the organizations studied perform very well on the area of environmental management as depicted by the means got. The almost invariable standard deviation shows the consistency and predictability of continuous environment management by organizations in the service industry.

Elaborating on how the above factors are realised, a varying degree of responses were given but the most common ones were: -

Saving money

- Advertising costs have been reduced since the use of non paid media has been effective
- Recycled paper is cheaper than brand new paper
- Legal costs and compensations on environment related issues has been reduced drastically
- Reusable product have reduced procurement costs from suppliers
- Use of recyclable materials ensures that the organisation cash-in by selling the used material packages to recycling plants.

Saving time

- Reliance on free publicity cuts on advertising time
- It is faster to recycle than to ship in papers and materials from other countries
- Promotion time is managed well on key areas.

Project good consumer health

- Fine filtered fuel lessens the effect of green house gas emission and hence consumer health risks are lessened.
- Biodegradable packages and by-products are less risky to our soil as well as our children safety.
- Lead free and sulphur free fuel lessens the effect of skin cancer.
- Propellants that release less CFCs ensures that our air is not adversely polluted.

- Improvements on operations by securing our major products like radioactive free handset have played positively towards enhancing consumer health.
- Certification by the Kenya Bureau Of Standards and International Standards Organisation (ISO) has been a major boost to our products safety.

Enhances Consumer Self esteem

- When consumers get bonuses for being loyal to specific organisations.
- Most consumers like being associated with environment friendly operations
- Consumers feel that they are doing something related to conserving the environment when they purchase eco products.
- A small group of consumers value green credentials on product package hence they will feel obliged to buy such a product.
- Consumers participate in events organised by the organisation if it is for the conservation of the environment.

Conserve water

- By planting trees as an environmental etiquette, our catchments areas are conserved. At Karura Forest, the Nation Media Group (NMG) has been allocated land (Nation Corner) for replanting trees.
- Reduction of oil spillage has reduced marine deaths significantly.
- Communicating and educating the public on dangers of mishandling products (oil products) has reduced water and soil contamination.

Cut down on toxic waste in the system

- Use of biodegradable, reusable and recyclable materials ensures that the core objective of environment management is achieved.
- Our waste paper are biodegradable, they are reusable hence do not increase on waste in the landfills.
- Product environmental benefit has come together with state of the art technology which has reduced emissions of CFCs to the environment significantly.
- The use of recycled paper ensures that such paper do not end up filling our landfills.

Enhance goodwill from: -

Government

- Government support throughout organisations operation has been good.
- Environment promotion campaigns have indeed made it easier for the government to enact laws to preserve the environment.
- Because of ISO and KBS Certifications, government support has been positive.
- Because of continuous support to environmental causes, government support has continued to grow.
- Government has been at the forefront in encouraging companies to preserve the environment and companies that adhere to that enjoy a special relationship with the government.

Suppliers

- Because of the environment policy in most organisations, suppliers are obliged to supply materials that are non-toxic and easy to recycle.
- Most organisations operate with suppliers who value environment management.

Stakeholders

- Loyalty has been good and that is good evidence of goodwill.
- Stakeholders understand most organisations corporate objective on environment management and their contribution to various environment initiatives is a good sign of goodwill.

-A niche stakeholders group appreciate a lot on what organisations do in the area of environment management.

Most of the elaborations given were common across the board of most of the organisations studied. This perhaps shows that most organisations in the service industry value the same environmental concerns.

When asked the other benefits that have been brought by eco marketing in their organisation, they responded by saying that: -

- Environment friendly organisations (like Nation) ensure a steady conservation of trees by sensitising consumers on the importance of trees hence a steady supply of paper (a major raw material in their printing firm).
- Production costs have been cut down significantly.
- Employees' safety has been enhanced.
- Sales have been increased.
- Free publicity from environmental groups is increased.
- Eco marketing ensures that environmental conscious consumers are taken care of.
- Eco marketing has led to increased market share.
- Eco marketing ensures that other forms of marketing are credible/believable.
- Eco marketing has led to better stakeholders' relationship with organisations in the service industry.

Eco marketing as a means of promotion has continued to be used significantly and its benefits have continued to be visible as can be seen from the above data. The benefits of eco-marketing play a big role in promoting a company's self image.

4.5 Reasons why Kenyan companies adopt eco-marketing in their promotion strategies

When asked of the extent to which various factors influence organisations in incorporating eco-marketing in their promotion strategies, a varying degree of responses were given:

Table 11: Why Kenyan companies adopt eco-marketing.

Factor	Mean	Standard deviation
Eco technology	3.38	1.11
Goodwill from stakeholders	3.75	0.57
Government legislations	3.5	1.18
Green consumers	3.25	0.66
Competition from other companies in the industry	3.25	1.09
Company own initiative	4	0.5
Green positioning of company's products	3.13	0.9
United Nations Resolutions	2.63	0.9
Past environmental disasters	2.75	1.6
Consumer protection groups	2.63	0.99
Putting something back to the community	4.5	0.5

Asked whether their organisations are in any alliance with an environmental group, 75% of the organisations were indeed in alliance with several environmental groups with the remaining 25% not being in any alliance with an environmental group.

The following are the environmental groups that work in alliance with the studied organisations in the service industry.

- UNEP
- Rhino ark
- INADES Foundation International (Kenya Office)
- NEMA
- Kenya Wildlife Service
- Ministry of Environment
- Total Kenya Eco Challenge
- Salmon Foundation
- Green Belt Movement
- Centre for environmental Initiation
- Local NGOs and Community based organisations
- Friends of Arboretum

The above environmental groups have been at the forefront in sensitising people on the importance of conserving the environment. I believe more and more organisations should work with the above environmental groups for the sake of environmental management.

It was also found out that environmental groups have played a significant role in shaping organisations corporate decision on the environment. Indeed, environmental groups shape 75% of the studied organisations corporate environmental objectives.

The following were the other reasons that made organisations incorporate eco-marketing in their promotion strategies

- Emerging environmental challenges like Ozone depletion.
- Sensitising fellow citizens on the importance of environmental management.
- Pressure from consumer groups.
- Oil spills has been one of the major reason.
- Global warming effects.
- Reoccurring environmental challenges.
- Sensitising people about the importance of living in a clean environment.
- Securing the future for our children.
- Long-term survival of the organisation.
- Competitive advantage.
- Increased opportunity on using eco-promotion.
- Increased costs of not using eco technology hence saving money.

CHAPTER FIVE

SUMMARY, DISCUSSIONS AND CONCLUSION

The research was guided by two key objectives; the first objective was to determine the extent to which Kenyan organisations in the service industry practice eco-marketing. It was found out that a big number of organisations in the service industry indeed in co-operate eco-marketing in their promotions strategies. It was also found out that eco-marketing practices are done along several fronts with varying degrees. However, the most common form of eco-marketing used by Kenyan organisations involves empowering consumers on eco-issues, using eco-friendly operations, investigating eco-accidents thoroughly to prevent re-occurrence and reviewing operations to be in compliance with emerging eco-challenges.

Furthermore, 87.5 of the studied organisations were found to be having a department or a sub-department whose core aim was to deal with environmental issues especially as a result of their respective organisations operations. This showed that most organisations in the service industry indeed had an environmental policy.

Finally, it was found out that contribution to environmental cause, participation in environmental cleanup, media adverts, eco-label, public relations, eco-technology, recycling by-products were the most common forms of eco-promotion used by organisations in the service industry.

The second objective was to determine the benefits that are available to companies that practice eco-marketing activities in Kenya. It was found that most of the companies in the service industry (two-thirds) take ISO certification very seriously. Increased profits, a boost in a firm's co-operate image, enhanced goodwill from stakeholders, improved market share were some of the benefits that were found to be available to most organisations practicing eco-marketing.

Other benefits brought about by eco-marketing in terms of importance ranged from enhanced goodwill from consumers and the government, cutting down on toxic, enhanced consumers self esteem, to saving money, saving time, conserving water among other benefits.

It was also found out that most organisations adopt eco-marketing as a result of eco-technology, organisations own initiative, government and United Nations legislations, environmental disasters, competitions from other companies that are using green positioning, and pressure from green consumers. A number of environmental groups which work with organisations in the service industry on the area of environmental management were found to be: Rhino Ark, UNEP, INADES, NEMA, KWS, Total eco-challenge, Salmon Foundation, Green belt movement, Friends of Arboretum among others.

It was also found out that most organisations did not have their own recycling plants that could be used to recycle recyclable materials. This clearly shows that eco-marketing needs to be taken very seriously by all organisations in the service industry.

5.1 Limitations of the study

Though the study was generally successful, it was faced by some limitations. First of all, only two thirds of the selected organisations comprising 66.66% (eight organisations) took part in the study, 33.33% (four organisations) did not take part in the study. This means that the study cannot be generalised to the entire service industry. Secondly, some key questions were not answered especially dichotomous questions, which were followed by follow-up questions. This again meant that some questions were not substantiated by factual information. This incompleteness shows that data got was not up to the required standards. Thirdly the entire research focused on the service industry and above all, only on selected organisations in the service industry. Broadly, this shows that a lot of sectors coming from other different industries were not involved in the study hence specificity of the study made generalisation obsolete. Accessibility to the required respondent (senior marketing managers) was also a limitation. This was by virtue of their positions. This meant that questionnaires took weeks rather than days to be completed. This led to delays in the area of data collection. However, that was a good learning experience for future researchers.

5.2 Recommendation for further research

In light of the findings of this research and emerging environmental issues, the following areas concerns are recommended for further research in this wider field of eco-marketing: -

- Eco-marketing in Kenya: a survey of the automobile industry.
- Eco-marketing in Kenya: a survey of the petroleum industry.
- Eco-marketing among paper manufacturers in Kenya.
- Eco-marketing in Kenya: a survey of the plastic manufacturing industry.
- Eco-marketing in the mining industry in Kenya.

5.3 Recommendation for policy

In the light of findings in this research, it is necessary to monitor the trends of eco-promotion techniques used and come up with more effective techniques that will be inco-operated in the marketing strategies of organizations in the service industry. It is also reasonable for environmental standards to be set especially on the area of emissions and packaging. Furthermore external auditors should do an audit on a yearly basis to check whether organizations conform to laid down standards.

It was observed that few recycling plant exist and this makes it harder to cope with increased waste paper and plastic cans which are recyclable. If Kenyan organisations come together and build

several recycling plants, perhaps the problems of mountains of land fields may be a thing of the past. Furthermore, organisations should make environmental management be a continuous day-to-day event throughout the year rather than a one-day event. This will ensure that we live in a clean and more hygienic environment. All the challenges that are available to organisations that go green can only be overcome if goodwill from all the major stakeholders (consumers, suppliers, the government among others) is enhanced and appreciated.

Finally a great deal of research and development should be in co-operated to ensure that goods and services meet the standards that do not harm the environment. Organisations should perhaps in co-operate a research and development department in their organisation structure that will ensure goods and services produced meet the specific organisation standards. This will best be achieved if an environmental objective is in co-operated as one of the core objective in the organisation.

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Appendix one-Questionnaire

Eco marketing survey

Section A

Part one: General questions

- 1a) Name of industry _____
- b) Name of organization _____
- i) Position of respondent in the organization _____
- ii) How long have you been an employee in the organization _____

Part Two: Organization data

- 2) What type of firm do you work for?
- i) Public limited company []
- ii) Private limited company []
- 3a) Who owns the firm in which you work in?
- i) Fully foreign owned []
- ii) Fully locally owned []
- iii) Both local and foreign owned []
- b) If your answer in part (c) is yes, what is the proportion of ownership?
- A) Mostly foreign owned []
- B) Mostly locally owned []
- C) Equally owned (50-50) []
- 4) How many employees are employed in your firm?
- Below 50 [] Between 50 and 100 [] Between 100 and 250 [] Over 250 []
- 5) Approximately, what is the annual turnover of your company in Kenyan shillings? _____
- 6) Does your organization run any other business? Yes [] No []
- If yes specify? _____
- _____
- _____
- _____

Section B

Promoting public awareness using eco-marketing

Part One

7) To what extent does the following statement conform to your organizations practices to eco-marketing issues? Tick accordingly (✓) using the key below.

Key

Very great extent	5
Great extent	4
Somewhat great extent	3
Not a great extent	2
Not at all	1

- | | 5 | 4 | 3 | 2 | 1 |
|---|-----|-----|-----|-----|-----|
| • Company has some recycling program for its recyclable paper. | [] | [] | [] | [] | [] |
| • Consumers complaints on eco-management is addressed urgently | [] | [] | [] | [] | [] |
| • Environmental product attributes are critically considered in our promotions | [] | [] | [] | [] | [] |
| • Environmental management is one of our core objective | [] | [] | [] | [] | [] |
| • Consumers are empowered with solutions on eco issues | [] | [] | [] | [] | [] |
| • Consumers are educated on how to determine green products | [] | [] | [] | [] | [] |
| • Our company products environmental benefits are tangible and can be clearly and simply communicated | [] | [] | [] | [] | [] |
| • Corporate green credentials are outstanding in our product package | [] | [] | [] | [] | [] |
| • Green products always enhance product quality | [] | [] | [] | [] | [] |
| • Our operations affect the environment positively | [] | [] | [] | [] | [] |
| • An objective environment impact report is available to the public in our offices and website | [] | [] | [] | [] | [] |
| • An effective emergency plan on how to respond to accidents resulting from the organizations operations exist | [] | [] | [] | [] | [] |
| • Operations are reviewed for any environmental risk and appropriate preventative measures and programs standardised and applied. | [] | [] | [] | [] | [] |
| • Accidents are investigated thoroughly to prevent re-occurrence | [] | [] | [] | [] | [] |

Part two

8a) Does your company have a department or a sub-department whose aim is to supervise environmental issues related to the organizations operations. Yes[] No[]

b) If yes, what is your company policy on the environment? _____

9) Do you need to reassure consumers about product quality? Yes[] No[]

15a) To what extent do you consider your products environmental benefits initiative to represent a direct, tangible benefit to the company in relation to:

	5	4	3	2	1
Saving money?	[]	[]	[]	[]	[]
Saving time?	[]	[]	[]	[]	[]
Project good consumers health?	[]	[]	[]	[]	[]
Enhance consumers self esteem?	[]	[]	[]	[]	[]
Conserve water?	[]	[]	[]	[]	[]
Cut down on toxic waste in the system?	[]	[]	[]	[]	[]
Enhance goodwill from the government	[]	[]	[]	[]	[]
Consumers	[]	[]	[]	[]	[]
Suppliers	[]	[]	[]	[]	[]
Stakeholders	[]	[]	[]	[]	[]

(Use the key in question seven and tick accordingly)

b) For each of the above, briefly explain how the benefits are realized.

i) Saving money

ii) Saving time

iii) Project good consumer health

iv) Enhance consumer self esteem

v) Conserve water

vi) Cut down on toxic waste in the system

vii) Enhance goodwill from the:

Government

Suppliers

Stakeholders

c) What other benefits has eco-marketing brought to your company?

Section D

Reasons why Kenyan companies adopt Eco-Marketing in their promotion strategies

16) To what extent is each of the following statements an influence of incorporating eco-marketing in your company's promotion strategies?

	5	4	3	2	1
Eco technology	[]	[]	[]	[]	[]
Goodwill from stakeholders	[]	[]	[]	[]	[]
Government legislations	[]	[]	[]	[]	[]
Green consumers	[]	[]	[]	[]	[]
Competition from other companies in the industry	[]	[]	[]	[]	[]
Companies own initiative	[]	[]	[]	[]	[]
Green positioning of company's products	[]	[]	[]	[]	[]
United nations resolutions	[]	[]	[]	[]	[]
Past environmental disasters	[]	[]	[]	[]	[]
Consumer protection groups	[]	[]	[]	[]	[]
Putting something back to the community	[]	[]	[]	[]	[]

(Use the key of question seven and tick accordingly)

17a) Is your company in any alliance with an environmental group? Yes [] No []

b) If yes, which one(s)?

c) Do the above environmental groups influence your corporate decision on any area of environmental management? Yes [] No []

18) What other reasons made your company incorporate eco-marketing in your promotion strategies?

THANK YOU FOR YOUR KIND COOPERATION

The Three Rs



In dealing with the problem of wastes, one can focus on what to do with wastes after they have been produced. However, the problem can also be dealt with by considering the three Rs: reduce, reuse, and recycle. Reduce means reducing the amount of waste material that is produced. For example, the amount of packaging that comes with food or other items we purchase can be reduced. Reuse and recycling are ways to prevent materials that already exist from entering the waste stream.

Quality

Year	Number of tankers afloat	Accidental oil spills	Oil lost (metric tons)
1973	3750	36	84,485
1974	3928	48	67,115
1975	4140	45	188,042
1976	4237	29	204,235
1977	4229	49	213,080
1978	4137	35	260,488
1979	3945	65	723,533
1980	3898	32	135,635
1981	3937	33	45,285
1982	3950	9	1,716
1983	3582	17	387,773
1984	3424	15	24,184
1985	3285	9	15,000
1986	3139	8	5,035
1987	3132	12	8,700
1988	3100	14	10,700
1989	3170	10	9,200
1990	3090	7	4,700
1991	3010	6	6,200

In 1989, the oil tanker Exxon Valdez ran aground in Prince William Sound, spilling 11 million gallons of oil. Billions of dollars were spent on cleanup, although some would argue that the cleanup caused more problems than the spill itself. Although there has been a recent reduction in oil spills, only 15% of oil tankers have a double hull that would prevent accidents. Every year 1,000 times more oil than the Exxon Valdez accident is spilled in the ocean from normal operation of offshore oil wells, washing oil tankers, and leakage from pipelines and storage tanks. It is estimated that half of the oil entering the ocean comes from waste oil that was dumped on the land or into sewers. The long-term effects of oil spills are not fully known.

☉ Trouble Spots

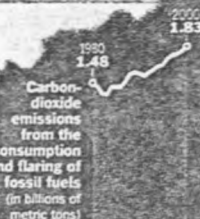
From depleted forests to dying reefs, distress signals dot the globe. Even in the U.S., with its relatively clean environment, excessive carbon emissions fuel global warming

Map Key

- Evergreen forest
- Seasonal forest
- Cropland
- Savanna, grassland
- Shrub land
- Barren
- Urban/city
- Deforestation in the Amazon
- Coral reefs
- High threat
- Medium threat
- Low threat

Urban areas with more than 10 million people

Source: For maps: Land use: Frank R. Turner, University Department of Geography, University of Illinois, Urbana-Champaign, IL; Urban areas: U.S. Census Bureau, 2000; Population: World Resources Institute, 2000; Deforestation: FAO, 2000; Carbon emissions: World Resources Institute, 2000; Carbon dioxide emissions: Energy Information Administration; Trouble spots: U.S. Environmental Program, 2000; World Resources Institute, 2000.



Carbon emissions
The U.S. produces more greenhouse gases than any other country—and by far the most per person

Deforestation
Burning of forests to create cropland and unregulated timber harvesting have destroyed more than 15% of the Amazon in only 30 years

Antarctic warming
Since 1945 the Antarctic Peninsula has experienced a warming of about 4.5°F (2.5°C). The annual melt season has increased by 2 to 3 weeks in just the past 20 years

Thinning ice
The melting is a result of global warming, which could lead to rising sea levels and more severe storms and droughts

Drought
Severe food shortages caused by two years of drought may kill as many as 300,000 people in southern Africa in the next six months, according to the U.N. Countries hardest hit include Malawi, Zambia, Lesotho, Zimbabwe, Swaziland and Mozambique

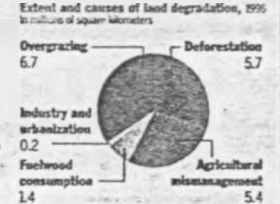
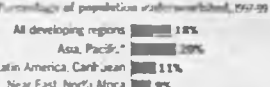
Overpopulation
If India does not curtail population growth, by 2050 it will surpass China as the most populous nation, with a projected 1.5 billion people

Threatened reefs
As much as 86% of Indonesia's coral reefs, home to thousands of marine species, are severely damaged by overfishing, sedimentation and pollution

Indian Rhinoceros, India and Nepal
About 2,000 remaining

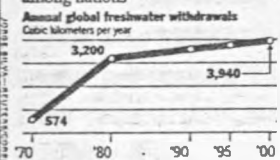
FOOD

... continues to plague poorer countries, especially in Africa, as poorly managed agriculture leads to soil salinization and degradation



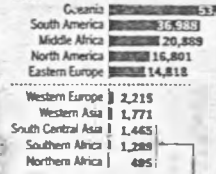
WATER

As more of the limited amount of fresh water is used each year, unequal access to supplies could produce competition and conflicts among nations



Freshwater resources

Regions with the most and least water resources, per capita, by subregion, average annual cubic meters



Water-stressed countries have less than 1,700 cubic meters per person per year

BIODIVERSITY

Destruction of forests has helped cause the worst spasm of extinctions since the dinosaurs were wiped out



Wildlife under pressure

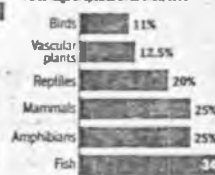


PHOTO: COURTESY OF THE U.S. ENVIRONMENTAL PROTECTION AGENCY

Control



Early attempts to curb air pollution consisted of building higher smokestacks to allow the air pollutants to be diluted by the atmosphere. But this just spread the pollutants to locations downwind. Now technology is being used to filter out particulates from smokestack emissions. To control sulfur oxide emissions, low sulfur fuel can be used. Also, so-called "scrubbers" can be used to remove SO_x after combustion. Catalytic converters are used in cars to reduce carbon monoxide and nitrogen oxide emissions.

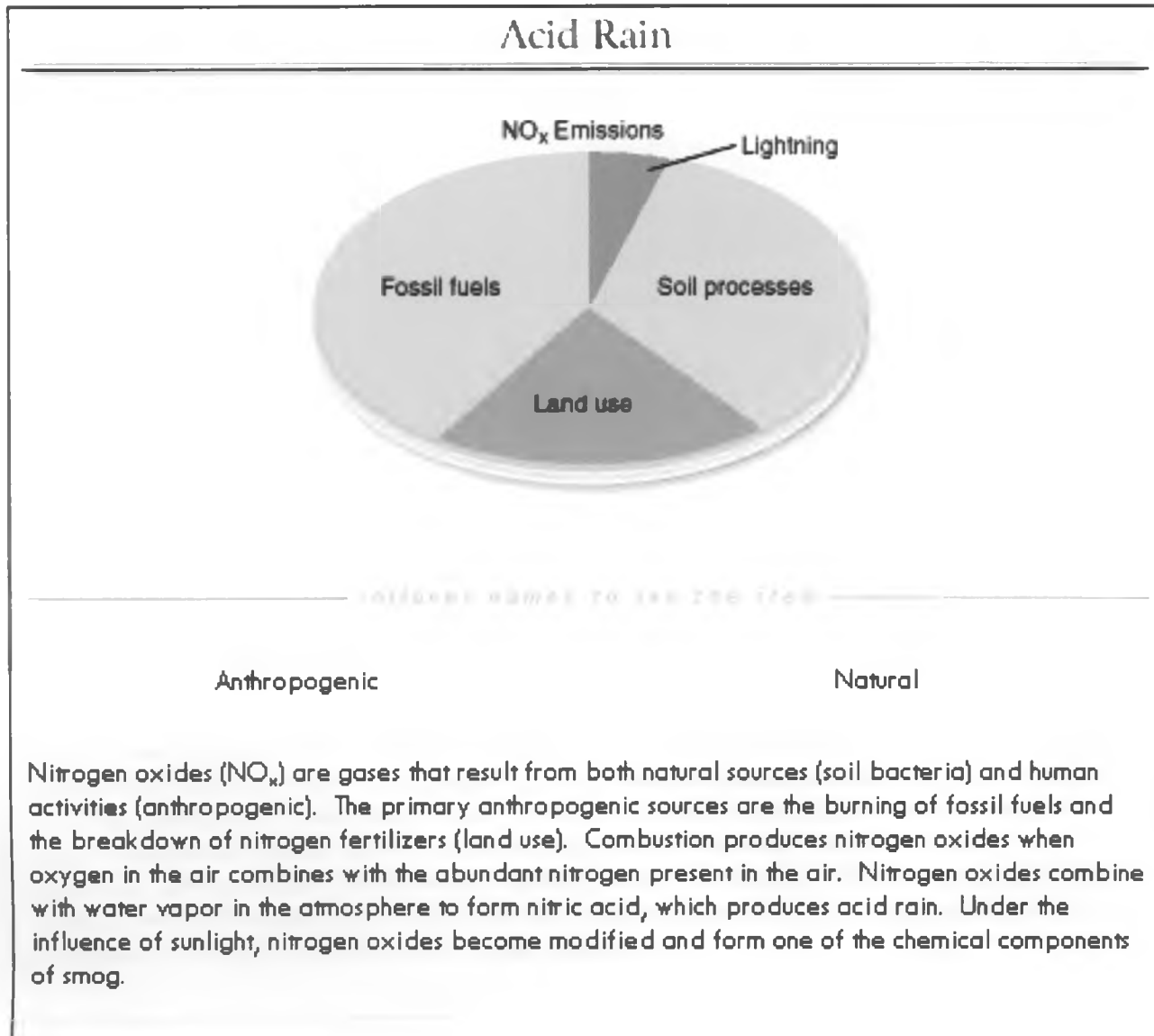
Sources

Estimated fluxes of pollutants and trace gases to the atmosphere

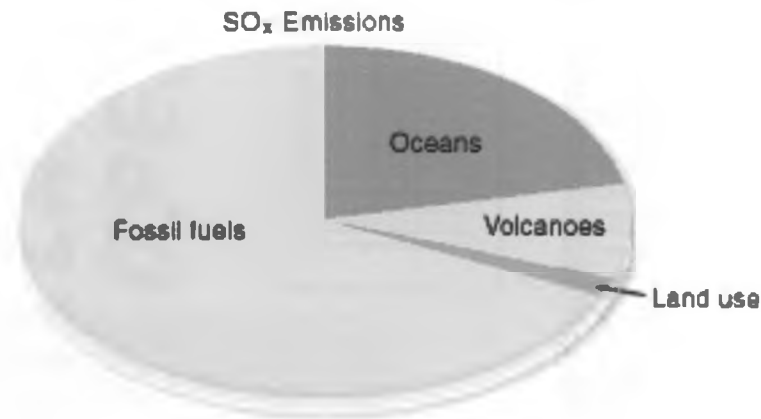
Species	Sources
CO ₂ (carbon dioxide)	Respiration, fossil fuel burning, land clearing, industrial processes
CH ₄ (methane)	Rice paddies & wetlands, gas drilling, landfills, animals, termites
CO (carbon monoxide)	Incomplete combustion, CH ₄ oxidation, biomass burning, plant metabolism
NMHC (nonmethane hydrocarbons)	Fossil fuels, industrial uses, plant isoprenes & other biogenics
NO _x (nitrogen oxides)	Fossil fuel burning, lightning, biomass burning, soil microbes
SO _x (sulfur oxides)	Fossil fuels burning, industry, biomass burning, volcanoes, oceans
SPM (suspended particulate materials)	Biomass burning, dust, sea salt, biogenic aerosols, gas to particle conversion

Sources: Data from Joyce E. Penner, "Atmospheric Chemistry and Air Quality" in W.B. Meyer and B.L. Turner (eds.), *Changes in Land Use and Land Cover: A Global Perspective*, 1994. Cambridge University Press.

Many kinds of chemical compounds and particulate matter are found in the air around us. Some of these are naturally occurring; some are the result of human activity. Air pollutants are any human-generated materials in the air or any naturally occurring substances whose concentrations are harmful to humans, other organisms, and materials.



Acid Rain



Anthropogenic

Natural

Sulfur oxides (SO_x) are gases. Some sulfur oxides are produced by natural sources and some are produced by human activity (anthropogenic). The primary anthropogenic source is the burning of fossil fuel, particularly some types of coal. In the atmosphere, sulfur oxides react with water vapor to form sulfuric acid. This produces acid rain. Acid rain is only one form of acid deposition. Dry particles of acid-forming sulfates are also produced. These can be spread long distances and will produce acids where they fall when they contact water. These particulates can be inhaled by humans, which can result in lung damage.



10
PCS.



Robln ENVELOPES

**MANILLA
ENVELOPES**

C4

329mm x 229mm

12.8" x 9"

S/O 100gsm



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Appendix eight

List of organizations studied

Shell BP Kenya limited

Total Kenya Limited

Safaricom

Nation Media Group

Standard Chartered Bank

Uchumi supermarkets

Steers

Kenya Airways

Appendix nine
Introduction letter

Faculty of Commerce
Dept. of Business Administration
University of Nairobi
P O Box 30197
NAIROBI.

November 2004

Dear respondent,

MBA RESEARCH PROJECT QUESTIONNAIRE

The following questionnaire has been designed to gather information on the extent to which the service industry in Kenya practice eco-marketing (green marketing.) The study is being carried out for a marketing research report as a requirement for the degree of Masters of Business Administration, Marketing Option.

Any information that you disclose will be treated in strict confidence and only used for this academic exercise. In no instance will your name or that of your firm be mentioned in the report.

Your cooperation will be highly appreciated.

Yours sincerely,

Kenyatta J. L
MBA STUDENT

Dr. M. Ogutu
SUPERVISOR