

Abstract:

There is an aggressive growing of awareness of the continuous environmental degradation that is facing current and future generations. The green marketing has become a familiar phrase in recent years as organizations have targeted the environmentally conscious consumer and increasing stricter environmental regulations. It describes efforts of designing, promoting, pricing and distributing products that will not harm the environment. The pharmaceutical industry in Kenya has been characterized by many changes and an increasingly turbulent environment. To survive in such an environment, the firm has to adjust strategic responses and come up with green marketing strategies for dealing with the ever deteriorating environment. This study was therefore an investigation of green marketing practices among the pharmaceutical manufacturing firms in Kenya. The study was a descriptive survey that involved a study of the 21 manufacturing pharmaceuticals firms targeting marketing manager or production manager in each firm. Primary data was collected by use of questionnaires; the data was analyzed using SPSS and data presented by use tables and percentages. The study concluded that the green market concept has not been fully embraced by the pharmaceutical industry due to lack of information. However the companies are trying to put in place several measures on green product, green pricing, green promotion and green distribution. They include conserving energy, water and material resources in production to avoid wastages and improve efficiency, product production that meet the legal specifications, product production that do not harm animals and humans. However several challenges like lack of government incentives, financial costs of altering processes, products and waste management, lack of factual information about the green marketing concept to both the industry and to the consumer. The recommendations are that there should be provision of factual information to both the industry and to the consumer, companies should put up measures that ensure that the concept is easily embraced and practiced by its members and the government should offer incentives for the companies to turn green.