

Factors Contributing Towards Adoption of Green Marketing Practices in the Mobile Phone Service Providers in Kenya

Abstract:

The effects of the changing weather patterns and climatic conditions have started being felt the world over. Social norms regarding the environment are changing and consumers today are increasingly holding brands accountable for what they do rather than just what they say. As a result, more companies are responding to consumer concerns about the environment by making investments that strengthen the brand value. Consensus on the need for organizations to preserve the environment in which they dwell is what prompted this study. The objectives of the study were twofold: to study the green marketing practices adopted by the mobile phone service providers in Kenya; and to study the factors that have contributed towards adoption of green marketing practices by the mobile phone service providers in Kenya. A descriptive study was conducted. This was a census survey of all the four mobile phone service providers operating in Kenya. Data was collected using a semi-structured questionnaire that was sent to each of the respondents via email. The findings revealed that to a large extent all the mobile phone service providers practice green marketing.