

Green Marketing Strategies and Economic Recovery

Barnabas Gogo Pepple

Department of Business Administration and Management, Federal Polytechnic of Oil and Gas Bonny, Rivers State

Iwowari Bernice Gentle Abbey

Department of Public Administration, Federal Polytechnic of Oil and Gas Bonny Island

Boma Orumbie

Students Industrial Work Experience Unit, Federal Polytechnic of Oil and Gas Bonny, Rivers State

Abstract: *The rate of environmental dilapidation, air pollution and harm to human health as a result of consumption of unhealthy products and activities of business organisations are becoming of great concern across the globe. The current study was carried out to conceptualise green marketing strategies as catalyst for economic recovery. The extent of damage recorded, following unhealthy practices of consumers, government and even business organization are negatively affecting both the environment and human life in general. It therefore becomes imperative for more voices to be added to the need for going green, especial from new perspectives. Consequently in the current study, the researchers have promulgated two green marketing strategies in addition to existing ones that are also catalyst for achieving the green agenda. They are green government and green mindset. Conclusion was made and the study recommended that; (1) Government on their part must stand up, uphold and advocate the greener green concept by not being partial and not playing politics with it (2) Customers, consumers and organisations that actually carry out the greener green activity should be celebrated by the appropriate quarter as a means of encouraging others to be part of it.*

1.1 Background of the study

The growing concern of untimely death among people as a result of unhealthy food, environmental and air pollution following the activities of businesses are changing people's orientation and creating more awareness among people to actually find lasting solution to curbing the aforementioned. It therefore follows that deliberate and conscious effort has to be made by the consumer's society on different occasions to modify and shape business activities for the good of humanity. As noted by Straughan and Roberts, (1999) these environmental concerns have evolved through many different phases. They stated that, it started in the 1960s with the greening concept, concentrating on pollution and energy conservation. Afterward, due to increased social and political pressure, organizations have moved beyond these concepts to recycling, alternative packaging, redesigning of product, and alternative products. Since 1990s, environmental concern has become one of the most important issues. And it is predictable that the pressure of this evolution on corporate sector will not decrease in force till the new millennium dawns

(Sarkis, 2001), while Anyasor (2015) stated that societies are increasingly getting more serious about issues of healthy natural environment, businesses on their part are tuning in by modifying their activities to sync with this global concern. The above ideologies can be referred to as green marketing. The complexity of the concept of green marketing as a result of the ideas it embraces, even make it difficult having a generally accept view with respect to its meaning. As noted by Polonsky (1994), the nature of green marketing makes its definition a little bit complex because the term has been associated with different terminologies

Green marketing is an evolving marketing strategy that includes numerous tasks including packaging that is eco-friendly (Mishra & Sharma, 2012). The phases the concept has passed can be explained in three phases: ecological marketing, environmental marketing and sustainable marketing (Mishra, 2014). Chamorro et al (2009) supports that the terms can be used interchangeably. However, at this point, insight to the meaning of the concept under consideration becomes imperative.

Green marketing, also called environmental marketing ensure the right products and services according to the customers' want and need, with minimal detrimental impact on the natural environment (Grant, 2008; Jain and Kaur, 2004; Pride and Ferrell, 2008). It is the process and activities that involve providing the environmentally friendly goods or services to satisfy customers by the firm (Rex & Baumann, 2007). Kotler and Armstrong (2008) upholds that such product must have reusable value, pollution control methods and energy efficiency in operations.

Consumers also may question the quality, efficacy and having green products and services handy, as well as the firm's commitment to the environment (Gleim et al., 2013). Moreover, many green products and services are innovative, requiring consumers to adopt new behavior (Peattie and Crane, 2005).

1.2 Statement of the problem

Virtually every business is created and built on established platforms and enjoy building on these already existing platform. However, when situations arises that will demand the modification of that platform to give way for a new platform, it becomes difficult and many businesses will ordinarily attempt to kick against it. Furthermore, businesses modifying these platforms to pave way for a new platform that is ecofriendly, will invariably imply cost implication which will eventually be passed on to the customer, who will in turn, attempt to resist the additional price. These problems have existed and greatly hampered the green agenda and require solution

1.3 Aim of the study

The aim of this study is Green Marketing Strategies and Economic Recovery. Specifically, this study aim to identify salient strategies that can positively facilitate the enhancement of the green marketing agenda as a tool for sustainable development in a post conflict society.

2.1 Literature review

2.2 Theoretical framework

2.2.1 Stakeholders theory

André et al. (2008) the stakeholders theory is credited to Freeman as the father. The theory is one that preaches that the interest of all the parties that are affected by the activities and operations of the business must adequately be protected. This invariably negates the old notions that ensure that by all means, the stockholders (owners) of the business have appreciated returns on their investment. In summary, the idea of the stakeholders' theory is the interplay between people and the organization

2.2.2 Natural Resource Based View (NRBV) Theory

Kumar, (2015) noted that the theory is known to be the theoretical foundation of green marketing, while Hart, (1995) stated that the NRBV is described as a theory of competitive advantage which centers on a firm's relationship to the natural environment. The idea behind this theory is that the competitive advantage that has remained key for the survival of any business, is a function of a business relationship with its natural environment.

2.3 Green Marketing strategies

The concept of green marketing has been linked with associated concepts that pave the way to use them interchangeably. Ecological marketing (Fisk, 1974; Henion & Kinnear, 1976) environmental marketing (Peattie, 1995), sustainable marketing (Dam & Apeldoorn, 1996; Fuller, 2000), greener green marketing (Chen & Chang, 2012; Leonidou, et al. 2013). However, despite the nomenclature and the perspective they all refer to the same thing and Fuentes (2015) highlights the dominance of green marketing in management studies. This has equally depicted the wide-spread usage and implication of the concept. As it concerns meaning, Ottman (2011) see green marketing as an integration of ecological concerns into business aspects such as production, promotion, distribution and packaging as well as marketing communications. Prakash (2002) regards green marketing as an environmentally considered tactic that consists of revealing information to consumers at different levels like industry, firm and product level. Consequently, the following green marketing strategies are promulgated

2.3.1 Green Government

There is absolutely no business on the surface of the earth that is not linked to a society and every society has her government that make laws and ordinarily, saddled with the responsibility of ensuring that the laws are enforced. To be environmentally friendly, to ensure that products are harmless, government on its part must ensure openness, honesty and not to bring politics and nepotism in going green. This implies that for government to come up with any law, such law must first be weighed to ensure its feasibility and ones confirmed, such law must not be compromised for any reason, except when reviewed. For instance, a government that want to operate cashless policy but doesn't have her own reliable network to facilitate financial transaction; has good number of her citizens as illiterates, has good number of her population living in remote areas without access to basic amenities, clearly indicate that going cashless is not only feasible but will bring about heavy hardship on the people that could also pave way for many deaths.

2.3.2 Green mindset

People generally varies, maybe as a result of culture, religion, personality and peer among others. Consequently, they see, approach and perceive things differently. Despite the change, despite the revolution and despite greener green marketing crusade, if the minds of people are not transformed and renewed in line with the much expected change, the impact of the change will largely be defeated. Mindset refers to the internal structure of the person, with which the person, perceive, judge, react, accept or reject something. Until the right orientation is given to people, to make them understand the effort of both the government and business to making products eco-friendly, the old human in people will always play out. For instance, some products containers are labeled; recycle me, dispose me properly (which truly constitute the green marketing) yet you will see some persons dispose such containers on the roads, drainages etc. Hence the concept of 'green mindset' refers to reshaping the minds of consumers in line with 'championing going green by first living green'. Consumers are powerful, as noted by Ali & Ahmad (2012) consumers are powerful actors for promoting socially responsible behaviors, and the power to make companies more respectful of the environment, of animals and of other inhabitants of the earth. However, the aforementioned will not be achieved, if consumers doesn't live by example orchestrated by renewed mindset.

2.2.3 Green process

There are processes associated with every activity. Making the entire process green, is a good way of enhancing green marketing. According to Larashati et al., (2012) green marketing strategy should be prioritized. Examples of greening among others, logistics, transportation, warehouses, stores, and offices (Solvalier, 2010). Process, which denotes the methodology for providing the services, demands serious attention.

2.3 Empirical review

Zuhairah and Noor (2015) examined the relationship between green-innovation and green-promotion on firm's performance in Malaysia. Using ex post facto research design. The result revealed positive impact on the firms' performance.

Bilal et al. (2016) studied green marketing strategy and sales growth in Jordan with a sample of 342 . The results reveal both positive and negative influence of green marketing strategy on sales growth

Macharia, Kibera, Munyoki and Kinoti (2017) investigated how green marketing practices relates to satisfaction of consumers of soft drinks in Nairobi, Kenya. With a sample of 342, structured questionnaire was used to collect data, while regression analysis was used for analyzing the data. The result showed a positive and significant relationship.

Ya-Hui, et al. (2006) with a final sample size of 508 patrons carried out study in Taiwan to ascertain the effect of green marketing on purchase intention of consumers of green restaurants. The independent variable- green marketing and the dependent variable- purchase intention of consumers, measured by; green cognition, brand image and purchase intention. With the application of research design, structured questionnaire was used to collect data and the result showed both direct and indirect effects of green marketing through green cognition, on brand-image; (ii) both direct and indirect effects of green marketing through brand-image, on purchase intention.

3.1 Conclusion and recommendation

Except the disconnection between the aspirations of businesses and the desired environmental state is harmonized, much of the green marketing expectations will not be achieved. The idea of a sustainable link between business and the environment initially suggested, revolves around the premise that the goals of business and the goals of environmental conservation need not be incongruent and contradictory (Hawken., Lovins, and Lovins, 1999; Holliday., Schmidheiny, and Watts, 2002). This is because, as noted by Obafemi and Ihunwo, (2022) the prerequisite for going green enables the companies to contribute towards sustainable development. While on the other hand, Sustainability on its part is “the ability to meet the needs of present customers, while taking into consideration the needs of future generations” (Ford, 2012). Consequently, upon the following recommendations, economic recovery will definitely be enhanced, especially, in the areas of environmental dilapidation and harmful products

1. There should be re-orientation to ensure that the mindset of people are redirected to actually embrace the green marketing agenda
2. Government on their part must stand up, uphold and advocate the greener green marketing concept by not being partial and not playing politics with it
3. Customers, consumers and organisations that actually carry out the greener green marketing activity should be celebrated by the appropriate quarter as a means of encouraging others to be part of it.

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