

Green Marketing and Consumer Satisfaction

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Abstract

In order to keep up with the changing business environment and consumer needs, many organizations around the globe have been forced to adopt green marketing practices for social responsibility issues. Preserving the environment has become the necessity of any competitive organization in the global market. Environmental friendly products with biodegradable packages are preferred by competitive companies in the global market. Adoption of green marketing practices by medium and large supermarkets in Kenya will enhance good company customer relations thus improved social responsibility. This study sought to establish the influence of green marketing on consumer buying behavior in supermarkets in Kisumu County-Kenya. The study adopted a descriptive cross sectional survey. The target population of this study consisted of 7 major supermarkets in Kisumu County, Kenya. Primary data was collected using semi-structured questionnaires with both close-ended and open-ended questions. The intended respondents of the study were selected from the staff of the 7 major supermarkets operating in Kisumu County. The study adopted multiple linear regression analysis models to establish the relationship between variables. The data collected was analyzed and presented in the form of, charts and graphs using frequencies, percentages and mean scores. The findings indicate that supermarkets endeavor to achieve some competitive advantage over their competitors in the dynamic business environment by using different marketing strategies that influence consumers to purchase green products and services. Green marketing strategy is one of the crucial strategies that cannot be left out by competitive organizations. Social responsibility has become the drive of any successful organization in the global market. It can be concluded that, product strategy, pricing strategy, promotion strategy and distribution strategy of any company should emphasize on green marketing practices.

Keywords: Customer satisfaction, Green Marketing, consumer behavior, retail Stores, Green Pricing, Green Promotion.

1.1: Background of the Study

Consumers have encounter with terms such as ozone-friendly, environment-friendly and recyclable products in green marketing. However, green marketing isn't limited to these terms but is a much wider concept of marketing activity which can be applied to consumer goods, industrial goods and even to services (Elam Rehbar & Nabsiah Al Wahid, 2011). Green marketing term was first discussed in a seminar on "ecological marketing" organized by American Marketing Association (AMA) in 1975 and took its place in the literature. In this seminar where the impact of marketing on natural environment was analyzed with the contribution of academicians, bureaucrats and other participants, ecological marketing concept was defined as follows: Studies regarding adverse or positive impacts on environmental pollution, energy consumption and consumption of other resources as result of marketing (Coddington, 1993).

According to (Uydaci, 2010). green marketing serves two purposes that is develop goods that can appeal to the consumer, reasonably affordable prices and environment-friendly products causing minimal damage. Similarly in order to reflect an image of high quality, environmental sensitivity and hence production of products compatible with environment are required.

From the forgoing statements, it's emerging that consumers are key in ensuring the enforcement of green marketing. As a result consumer behavior comes out as a major problem area as far as enforcing the use of eco-friendly products is concerned.

1.1.1 Overview of Green Marketing

Green marketing can be defined as the effort by a company to design, promote, price and distribute products in a manner which promotes environmental protection (Polonsky, & Rosenberger, 2001). It has also defined as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants such that the satisfaction of these needs and wants occur with minimal harmful impact on the natural environment. Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. There are self initiated projects as well as Non Governmental Organizations that were formed for environmental purpose. For example, there is The Environmental Trust of Kenya that was formed in 1997, with the purpose of empowering local communities on environmental issues. The organization also organizes cleanup activities along the Kenyan Coast. Many companies have realized the importance of the environment and have clearly been captured in their strategic plans. Chandaria Industries has a

Strategic Business Unit that converts waste paper into a reusable product (Kalama, 2007). The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product - an assumption that has not been proven conclusively. While green marketing is growing greatly as increasing numbers of consumers are willing to back their environmental consciousness with their shillings, it can be dangerous. The public tends to be skeptical of green claims to begin with and companies can seriously damage their brands and their sales if a green claim is discovered to be false or contradicted by a company's other products or practices. Presenting a product or service as green when it's not is called green washing.

1.1.2 Consumer Behavior

Consumer behavior is defined as the behavior that a consumer display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items that includes what they buy, why they buy, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it. The green consumer is generally defined as one who adopts environmentally friendly behaviors or who purchases green products over the standard alternatives. Green consumers are more internally-controlled as they believe that an individual consumer can be effective in environmental protection. Thus, they feel that the job of environmental protection should not be left to the government, business, environmentalists and scientists only; they as consumers can also play a part. They are also less dogmatic and more open-minded or tolerant toward new products and ideas. Their open-mindedness helps them to accept green products and behaviors, more readily (Onditi, 2013). Making an environmentally friendly product is not enough by itself for a sustainable world. Environmental awareness is also needed in matters regarding consumption. Consumers also have important tasks in this matter as well as the people managing the marketing operations of the businesses. Consumers have started to support the environment by using their purchasing power and with their post consuming responsibilities. The trend to use environmentally friendly products containing materials which are not harmful to environment and human health (i.e. green products) has become popular among consumers, thanks to this environmental awareness. Within this context, the people who aim to protect themselves and the environment with their purchasing power are identified as "green consumers".

1.1.3 Retail Stores

A retail store is a departmentalized self-service store offering a wide variety of food and household merchandise. It is larger in size and has a wide selection of items compared to a grocery store, kiosk or shops. A supermarket occupies a large floor space either on a single level or an entire building with multiple levels. They are mostly situated near residential areas or in places of high population like towns and city center, in order to ensure convenience to consumers. Its basic appeal is the availability of broad selection of goods all under a single roof at relatively low prices. Other advantages include ease of parking and the convenience of shopping hours that extend far into the evening and even 24 hours operation.

There has been a rapid growth and development of supermarkets in Kenya especially during the last two decades. Uchumi Supermarket was the first supermarket to be developed in Kenya around 1975. Over the years supermarkets have come up such as Ukwala, Tuskys, Nakumatt, Naivas, Tumaini, Chandarana, Ebrahims, Eastmatt and many other supermarkets now spread throughout Kisumu county. According to a research conducted by (Onditi, 2012). It was found that between 1990 and 2003, supermarkets in Kenya grew by a rate of 18% per year. They also found that supermarkets spread from the capital to intermediate and small towns, with 44% of supermarket sales and 58% of supermarket stores located outside Nairobi in 2003. The supermarket industry in Kenya has certainly assisted many manufacturing firms, small businesses and producers of various commodities including farmers to dispose and sell their products effectively and efficiently to the benefit of all parties involved. It is observed that the growth of supermarkets has stimulated the rise of a new class of farmers. Their growing market share implies that they are becoming increasingly important as transformers of the marketing industry through job creation and economic value addition. The retail sector, (which includes the supermarket) has portrayed a tremendous growth which serves as an important indicator to the country's growing economy. The variables within their environment have also exhibit change patterns and behaviors. The consequence of all these, has been an increased competition and rivalry among firms within this sector.

1.1.4 Major Supermarkets in Kisumu County

Kisumu being a city in Kenya, it has attracted local and foreign investors in business. Supermarkets being one of the businesses that have attracted quite a number of investors, they can be categorized as key drivers of the Kenyan economy, especially Kisumu City. Their business practices play a major role in social responsibility initiatives thus providing opportunities for the supermarkets to maintain long term relationships with their

customers.

Supermarkets have revolutionized the products and are rapidly penetrating the urban retail food market in Kenya and spreading beyond the initial market niches to food markets of the lower income-groups. Having penetrated processed and staple food markets have recently begun to make inroads into fresh fruits and vegetables category. In terms of the presence of supermarkets, Kenya is the second most advanced country after South Africa, with over 206 supermarkets and 18 hypermarkets (8). There are at least 165 supermarkets and 13 hypermarkets in Kenya's cities and largest towns of Nairobi, Mombasa, Nakuru, Eldoret and Kisumu, (McDaniel & Rylander, 1993). Supermarkets in Kenya (Kisumu) have moved on to create brand differentiations in order to position themselves and have also introduced customer loyalty cards, 24 hour shopping concept and price uniformity across outlets. All these have led to increased supermarket power. The major supermarkets in Kisumu County are seven, they are: Nakumatt, Tusksys, Uchumi, Naivas, Ukwala, Tumaini and Yatin Supermarkets. The supermarkets have come up with various product differentiations in order to gain competitive advantage and to outdo competitors in the retail stores industry. These differentiations have brought about green marketing which not only conserves environment but also enhance the image of the store.

1.2 Significance of the Study

Companies that develop new and improved products and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability, and enjoy a competitive advantage over the companies which are not concerned for the environment. There are basically five reasons for which a marketer should go for the adoption of green marketing. They include opportunities or competitive advantage, corporate social responsibilities (CSR), government pressure, competitive pressure and cost or profit issues. Organizations will through this study get an insight on how best to construct investment portfolio among other industry firms. Competitors will use the study as a tool to analyze weakness and strength of their opponents to enable them make decisions to outperform them. This study will provide a tool that will help firms not only in comparing future profitability with their opponents but also in making decisions that will enable them outshine their competitors. Regulators will be able to understand the importance of operational risk management to firm's performance, hence formulate rules that will make the preparation of financial statements to be more objective. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives and have a moral obligation to be more socially responsible; Governmental bodies are forcing firms to become more responsible; Competitors environmental activities pressure firms to change their environmental marketing activities; Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior.

2.1 Theoretical Literature Review

2.1.1 Green Marketing Theory

According to Peattie & Crane (2005). green marketing has been an important academic research topic since origin. Attention was drawn to the subject in the late 1970's when the American Marketing Association organized the first ever workshop on Ecological marketing in 1975 which resulted in the first book on the subject entitled Ecological Marketing by (Peattie, 2001). Johri & Sahasakmontri (1998). claims that despite the early development, it was only in the late 1980s that the idea of Green Marketing actually made an appearance because of the consumers growing interest in green products. Green marketing was given prominence in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin (1975).

According to (Henion & Kinnear, 1976). the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000. During 1990s, the concern for environment increased and resulted in to increasing challenges for the companies (Kangis, 1992).

Grant (2008) stated that Green Marketing involves developing good quality products which can meet consumer needs and wants by focusing on the quality, performance, pricing and convenience in an environment-friendly way. Another study by (Yasser & Nizar, 2007). aims to look at how companies obtain a greener strategy and what is the future of green marketing. Kotler (2000). proposes to determine the effect of green marketing tools on consumer's actual purchase behavior in case of Penang (Malaysia). A survey was carried out on 250 Chinese, Malay, Indian and other races that represent the Penang population. Factor analysis, Cronbach alpha and multiple regressions were used to identify factors impact on Penang consumers actual purchase behavior. The result revealed that customer's trust in eco-label and eco-brand and their perception of ecobrand show positive and significant impact on their actual purchase behavior. It is believed that developing green products make sense for organization and the need to determine the best path forward. They introduced and described

three broad strategies that companies can use to align their green goals with their capabilities: Accentuate: Strategy involves playing up existing or latent green attributes in your current portfolio. Acquire: Strategy involves buying someone else's green brand. Architect: Strategy involves architecting green offerings building them from scratch.

According to "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" (Greenleaf Publishing and Berrett-Koehler Publishers, February 2011) from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing — new product development and communications and all points in between. The holistic nature of green also suggests that besides suppliers and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. Environmental issues should be balanced with primary customer needs.

Green marketing mainly focuses on three issues. These issues are: first, importance of green marketing; second, impact of green marketing on firms' competitiveness and performance; third, improving effectiveness of green marketing. Green Marketing-Need In the present scenario, challenge is to keep the customers as well as consumers in fold and even keep our natural environment safe which is the biggest need of the time. Companies may lose many loyal and profitable customers and consumers due to absence of green management. In today's innovative business world of high technology due to growing community and consumer interests in green and socially responsible products, increased community pressure on companies to internalize externalities, such as health issues, neighborhood amenity, climate change; environmental and governmental legalizations and initiatives; innovative technologies and approaches of dealing with pollution, improved resource and energy efficiency, and to retain old (loyal and profitable) customers and consumers, it is very much urgent to implement green marketing. Further green management produces new environment friendly customers which lead to increase in sales and profits of an organization that leads to growth and development of business; it also leads to good public image of the organization. Government regulations around the globe are very strict and the whole world is talking about global warming, climate change and environment protection the companies would be left with no option but to adopt green marketing otherwise it might be too late to survive in the greener world.

Green marketing can be defined as the effort by a company to design, promote, price and distribute products in a manner which promotes environmental protection (Polonsky & Rosenberger, 2001). Green marketing covers the overall brand of marketing activities undertaken by companies in a manner that they promote manufacture of products which have a positive impact on environment or alternatively reduce negative impact on the environment.

2.1.2 Consumer Behavior Theory

Babaoğul & Ozgun (2008). define consumer behavior as the behavior of individuals in regards to acquiring, using, and disposing of products, services, ideas or experiences. Consumer behavior also includes the acquisition and use of information. Thus, communication with consumers and receiving feedback for them is a crucial part of consumer behavior which is of great interest to marketers. He highlighted the major factors influencing consumer buying behavior; these include Cultural, Personal, Psychological and Social factors. Cultural factors include a consumer's culture, subculture and social class. These factors are often inherent in our values and decision processes. Social factors include groups (reference groups, aspirational groups and member groups), family, roles and status. This explains the outside influences of others on our purchase decisions either directly or indirectly. Personal factors include such variables as age and lifecycle stage, occupation, economic circumstances, lifestyle (activities, interests, opinions and demographics), personality and self-concept. These may explain why our preferences often change as our 'situation' changes. Psychological factors affecting our purchase decision include motivation, perception, learning, beliefs and attitudes (Babaoğul & Ozgun, 2008). In conclusion consumer behavior theory explains that analysis of consumer behavior is described in terms of consumer preferences of various combinations of goods and services depending on the nature, rather than from the measurability of satisfaction.

2.2 Empirical Literature Review

2.2.1: Green Product and Consumer Satisfaction

Environmental pollution increased rapidly throughout the industrialization period leading to a great reaction which was born against products hazardous to the environment. When the hazardous contents of a product became one of the factors influencing the purchase decisions of consumers, businesses started to manufacture environmentally friendly or in other words green products and to create green product policies (Uydaci, 2010).

Grail Research conducted a survey on 520 US Green consumers in June 2009. Target individual respondents were between the ages of 18- 65 years old, who were aware of green products and who had purchased green products in the past. According to this study, consumers think of green products as those that minimize the impact on the environment (e.g. energy-efficient, recyclable, natural or organic). Only 30% of consumers consider reducing water usage to be a green practice Product labels and word of mouth are the primary sources of information about green products and companies for consumers (Mendleson & Polonsky, 1995).

According to the Green Gauge Global, purchases of eco-friendly products have grown significantly in two of the world's leading markets – China and Brazil. According to the survey, the proportions of consumers who factor environmental protection into their purchase decisions grew 6 percentage points in China and 5 points in Brazil. In addition, Mexico and South Africa also recorded significant increases in the past year. These findings coincide with the 2012 National Geographic/GlobeScan Consumer Greendex, where the top-scoring (green) consumers of 2012 were from India, China, and Brazil.

2.2.2 Green Price and Consumer Satisfaction.

Many consumers assume that green products are often priced higher than conventional products. A lower price caused by cost saving will encourage consumers to buy environmentally friendly products. When the demand for a product is price responsive, a lower price will be more successful strategy for the company. When the price is held at the same level, positive properties of the product about the environment can be used as a competitive advantage element. In case the price of the product is higher, importance should be given to promotion of differentiated green product and also there should be consumers ready to overpay for the product. In this case, important thing is level of price. According to a research conducted by Grail Research on 520 US Green consumers in June 2009, consumers who never bought green products are deterred from purchasing them because they are perceived to be too expensive. Price is the main reason consumers choose not to buy green products (Mendleson & Polonsky, 1995).

According to the AMA, the price is “the formal ratio that indicates the quantities of money goods or services needed to acquire a given quantity of goods or services (marketingpower.com). Some of consumers view the price of eco-friendly products as more expensive than the conventional ones (. Friedman , 2007). and others view it not due to the healthy part of the products. Accordingly, the benefits of the products make some of the consumers go extra to pay more for the products. They believe that it will preserve the deterioration of the earth so spending or bearing extra cost is worthy of the cause. According to a survey made in the 27 European countries on 27,000 respondents (around 1,000 per country) around 75% of the respondents are ready to pay more for green products and the Swedish have one of the highest percentages: 88.8% (Neven & Reardon, 2005). Moreover, another survey made on 238 students demonstrated that 92% of the respondents were also ready to pay more for eco-friendly products. However, according to another survey made on a sample of 808 Belgian consumers (students, academic staff and administrators of Ghent University) only 10% of the sample was willing to pay a 27% price premium. Consequently this shows that even if consumers develop positive attitude toward ethical products, their behavior does not necessarily transform into action i.e. purchase decision. Furthermore it was observed that emerging green market does not necessarily indicate that consumers would attempt to purchase environmentally friendly products for higher prices. Indeed even green consumers are quite price-sensitive.

Price is perceived by consumers as a sign of quality (Bloom, 2006) This belief about the existence of a price-quality relationship is pervasive because it is not always true that the more a consumer pays for a product the more it is a good quality product, indeed the price is not the only attribute of a product.

2.2.3 Green Promotion and Consumer Satisfaction

Green promotion helps consumers to overcome the “greatest environmental hazard”, that is, the lack of environmental information. A good presentation provides the opportunity for the consumer to get together with businesses showing environmental responsibility. The presentation policy aims to create an “environmentally friendly business firm” image in the eye of the consumer and give environmental messages to consumers about the product. To achieve this goal, advertising campaigns, promotion, public relations and other marketing tools are adopted. This requires both internal and external communication(Uydaci, 2010). A study conducted on 3690 people. According to this study women, both green buying variables are associated positively with the belief that advertising is insulting and the tendency to switch channels during advertising, suggesting that women who tend to buy green are more skeptical of advertising than women who do not. In contrast men's skepticism toward advertising appears to be unrelated to their green buying behavior.

Onditi, (2013). has revealed that Television is the ideal advertising medium for the following features: Television reaches very large audiences, usually much larger than the audience of other media and has high reachability also advertisements on TV can be more creative and give instant validity and prominence to a product or service. TV media can easily reach the target audience with high level of flexibility and finally TV can attract the viewers immediately which use celebrities in advertisements for familiarizing the products among the consumers. Gupta S. L.(2005) identified the following are the sales promotional tools which help in activating the roles like informing, persuading and reminding Prize Schemes, Trade Fairs and Exhibitions, Free Samples, Catalogues, Advertising Novelties, Entertainment of customers, Sales Contests, Price-Off, Refunds, Point-of-sales Materials and Boosters for dealers. Successful, advertising must have its objective the causation of one or more of these five effects namely (Awareness, Acceptance, Preference, Buying Intention and Trial or Purchase) on target customers.

Additionally (22) posits that positioning a brand as a ‘green brand ‘entails an active communication and

differentiation of the brand from its competitors on environmentally sound attributes. The most effective brand strategy green positioning would be centered in the creation of emotional benefits sustained by information on environmentally sound functional attributes. It was also observed that a successful brand is like a powerhouse containing enough energy to illuminate distant territories. Such a brand name holds enormous appeal for consumers. This is the driving force for consumer-pulling power which can be harnessed beyond the brand's traditional market boundaries.

2.2.4 Green Distribution and Consumer Satisfaction

This marketing mix element appears when "firms decide the most effective outlets through which to sell their products and how best to get them here". Kotler and Keller define the place as including channels, coverage, assortments, location and inventory (Environmental Protection Agency, 2007). It can also be defined as the process of transporting the product or service to the customer. This involves the availability of the product and transporting them to the selecting wholesalers and retailers. Furthermore a point of purchase is "the location where the purchase is made" but there are two levels of point of purchase (POP): macro level include the mall, the city, the market and the micro level include the interior of the store where the display is also called point of sale (POS).

Store display plays significance role in the purchasing behavior of the consumers for recognition of the products through displays of the items in the store. It is the source of the information for the consumers to make a decision to purchase products. As advertising, place can lead to unplanned buying; for example, "a Danish survey indicated that that nine out of ten customers did not plan purchase of at least one-third of the goods they acquired" (Solomon et al, 2010, p. 83). Consumers find products in the store display, leading them to make purchases which were not in the shopping list. This explains also the significance importance of place on recall and recognition in identifying a product in the store. Indeed a display can remind to the consumer a need, a purchase that he/she has to do or just remind something that he/she saw on television (Ottman, 1993).

Previous studies mainly focused on eco-friendly places such that most of consumers prefer to make their purchases in non-polluting places. The consumers attitude on the point of purchase and store display are important when consumers are examining the purchasing of the grocery brands, they add extra information to the consumers when processing and ready to make purchases in the store. They focused on the Sweden retail market evaluating on the consumer environmentally concern on the grocery brand and others on the corporate social responsibility of retails market how the green consumers evaluate product information and responsibility on the point of purchase to influence consumers attitude before make purchases in the store. This shows the influence of place in the marketing mix elements on consumer attitude on the purchases of the environmentally products. Placement of the green products in the store can create awareness for green conscious consumers' to have better options for them to purchase the products (Shamdasani et al, 1993).

Place represents the location where a product can be purchased. It can include physical as well as virtual stores. Some of the revolutions in marketing have come about by changing this marketing variable. Product distribution should be of the acceptable channels, and clearly and properly placed at environmentally safe place where there is no contamination whatsoever. For green businesses to be established and become competitively priced, companies have to ensure that their distributors are concerned of the environment and ascertain that they establish a green distribution strategy (Onditi, 2016). The choice of where and when to make a product available will have significant impact on the customers a company attracts. Very few customers will go out of their way to buy green products merely for the sake of it. Marketers looking to successfully introduce new green products should, in most cases, position them broadly in the market place so that they are not just appealing to a small green niche market, but the location must also be consistent with the image the company wants to project rather than being dominated or compromised by the image of the venue. The location must differentiate the company from its competitors. This can be achieved by in-store promotions and visually appealing displays or by use of recycled materials that emphasize the environmental and other benefits (Onditi, 2016).

3.1 Findings of the study

This study sought to establish the influence of green marketing on consumer Satisfaction in major supermarkets in Kisumu County-Kenya. Green Marketing strategies are crucial for every business for it to survive the current economic turbulent and environmental challenges. To achieve objectives like profit maximization, offsetting costs of operations, business survival and gaining competitive advantage in the market, organizations need to focus on green marketing practices for the benefit of the society. Social responsibility by companies promotes benchmarks of competitive companies in the global market.

It was established that most of the respondents understand green marketing but they perceived the concept as a practice of well developed countries since they had adequate technology and policies of managing waste disposal. In Kenya this was a concept that will take decades to be realized due to cost implications associated with green marketing strategies. Regardless the policies developed by Kenya National Environmental

Authority, little emphasize is put on green marketing by many supermarkets in order to minimize costs and maximize profits. Policies that were in place were not reinforced by different stakeholders due to little understanding of the concept of green marketing.

It was established that consumers take a long period of time to purchase green products even though they had knowledge on green products. It was also established that the primary consumptive purpose of buying green products was due to health issues. The reason that was behind the consumer purchase of green products was the price, reliability and availability. Other factors that influenced consumer buying of green products were product and brand awareness. Consumer's frequency of buying green products took some time before repeat purchase was experienced due to the cost associated with the product. It was established that green marketing play a major role in promoting environmental conservation initiatives and social responsibility between the company and the consumers. The study established that the role of green marketing in creating value and solving environmental problems was considered crucial by the respondents. This was due to the initiative of producing green products, green pricing, green distribution, and green promotion practices by supermarkets.

The application of green marketing strategies by the supermarkets to influence consumer buying behavior was highly valued by the supermarket management but little was done to implement the practices due to costs associated. Some of the green marketing practices that were suggested included; product packaging, disposal of products waste, educating customers on environmental matters, participation in environmental cleaning, and production of posters and adverts reflecting environment concern.

The study found out that most customers view the price of green products to be average, as many consumers assume that green products are often priced higher than conventional products. The reason behind the difference in perception is that most consumers have become aware of green products and their benefits to the environment and their health; they therefore do not view the prices as expensive but average.

It was established that most consumers got to know about green products through online and television advertising. The study results are supported by (Polonsky & Rosenberger, 2001). whose studies revealed that Television is the ideal advertising medium. The study also found out that other consumers got to know about green products through friends and sample products distributed by companies. Further the findings showed that gift vouchers had little influence on customers' knowledge of green products.

It was established that only a few supermarkets in Kisumu used point-of-purchase to clearly and neatly display their green products. This made most customers to have a difficult time in locating green products within the supermarkets.

Green marketing focuses on undertaking all marketing activities while protecting the environment. On the other hand sustainable development demands that the future generations inherit the natural environment in the same state or better as inherited by the previous generations. This calls for the protection and improvement of the environment. Green marketing mix strategies include developing green-based products, green logistics, green promotion, green pricing and green consumption. The general strategies are not limited to marketing discipline but may be used by marketing as well as other functional areas of organization in dealing with problem of sustainability. They include; adoption of eco-marketing orientation as a business philosophy, government intervention, undertaking life-cycle analysis and teaming up for success. It is the task of the marketer to redirect the needs of the consumer towards consumption that is ecologically least harmful.

Government and Social organizations should compel all the organization to practice Green Marketing for sustainable development. Customers too should be ready to pay premium price for green products. Green marketing should not be considered as just one more approach to marketing, but it has to be pursued with much greater vigor as it has societal and environmental dimensions. Marketers also have the responsibility to make the stakeholders aware about the need and the advantages of green products.

The success of organizations in green marketing or sustainable marketing lies on reorganization, restructuring and redesigning of many processes and systems within the organization. Like total quality management, sustainable marketing requires the involvement of employees from all functional areas, including marketing, production, procurement, accounting and information systems.

4.1 Conclusions

The findings indicate that supermarkets endeavor to achieve competitive advantage over their competitors in the dynamic business environment by using different marketing strategies to influence consumers to purchase products and services. Green marketing strategy is one of the crucial strategies that cannot be left out by competitive organizations. Social responsibility has become the drive of any successful organization in the global market. It can be concluded that, product strategy, pricing strategy, promotion strategy and distribution strategy of any company should emphasize on green marketing practices. For companies to gain competitive edge in the global market, green marketing practices should be institutionalized in both small and large organizations based on organizational culture.

This study suggests that marketing like other functional areas of a business contribute to environmental

concerns facing the world today. Therefore, it has a role to play in looking for solutions to these environmental problems. The study further suggests that marketing through green marketing and specifically green marketing strategies is addressing the challenge with positive outcomes of improved organizational performance and better physical environment.

From the findings, the study also concludes that green based products create less waste, use fewer raw materials, and saves energy. Companies that are first to put their environmental innovation on the shelves enjoys competitive advantage. Green based products are higher in quality in terms of energy saving, performance, convenience and safety. Green products offer consumers with the benefits of healthier, more fulfilled lives and power to make the world a better place. Use of all green marketing strategies will result in better physical environment in terms of reduced air and water pollution, waste energy depletion, global warming, deforestation, depletion of natural resources, and rate of landfills.

The study also realized that most customers are more concerned about the product and its benefits to them and the environment than its price. This is the reason for most consumers' perception of the prices of green products as average. They feel that the product and its features and benefits make the product worthy of the prices attached to them. Although another small majority still perceives green product prices as expensive, most of them agree that the prices are worth the products because of their numerous benefits to the society as a whole.

It is concluded that if a proper mechanism is put in place in regard to investment in green marketing by supermarkets operating in Kenya, supermarkets in the global market will gain competitive advantage in the market thus contributing to social economic developments in Kenya. Training of staff, capital advancement and in reasonable terms, good business operating environment and good business practices by the supermarket industry in Kenya will contribute to social economic developments of the Kenyan people both in rural and urban settings. Environmental conservation will enhance the living standards of the people thus minimal global warming challenges.

Manufacturers of consumer goods face various problems when they attempt to integrate environmental attributes into their marketing mix. The inclusion of environmental issues in the marketing mix is often motivated by the organization's desire to address consumers' increased level of environmental awareness. However, producers face problems when they attempt to utilize environmental marketing, such problems include; a lack of credibility, consumer cynicism and consumer confusion over claims. Strategic alliances with environmental groups can assist manufacturers of consumer goods to overcome these problems, as well as provide other advantages, including increased access to environmental information, increased access to new markets, publicity and reduced public criticism and education of consumers about key environmental issues relating to a firm's product. To achieve these benefits, producers need to follow a careful selection process when choosing an environmental strategic alliance partner. This selection process includes determining alliance objectives, specifying outcomes desired and determining the fit between the organization, environmental group and target market.

4.2 Recommendations

This study recommend that the retail stores to carry out extensive promotion to create awareness about the Green marketing as consumer satisfaction increased with green marketing and green products but they perceived the concept as a practice of well developed countries since they had adequate technology and policies of managing waste disposal.

The study recommends that appropriate pricing strategies to be applied in pricing the green products. Preferably, the study recommends differential pricing or prestige pricing as most customers tend to associate price with the quality of the products. This will not only increase profitability to the retail stores but also increase consumers' psychological satisfaction and bring about customer loyalty.

The study found out that application of green marketing practices was uncommon practice to some supermarkets since it was associated with additional costs to consumers in the market. Therefore, this study recommends that the Government to reinforce the practice by using relevant authorities like Kenya National Environmental Authority to ensure all supermarkets adopt green marketing practices. The study found out that Product packaging, disposal of products wastes, educating customers on environmental matters, and participation in environmental cleaning were green marketing strategies that were not followed by some supermarkets in Kisumu. Therefore, this study recommends that Government intervention initiatives to be put in place to enable all the supermarkets in Kisumu to package their products with biodegradable materials and educate consumers on green products using appropriate media channels.

4.3 Suggestions for Further Research

Green Marketing is the only practice which can make the organizations to have a competitive edge in an industry. For example, in Kenya, the loan lending rate has been labeled (Central Bank Report, (2016) and so the only element which will make banks competitive is the application of green marketing strategies hence further

research needs to be carried out on Influence of Green Marketing Strategies on customer satisfaction and Customer Loyalty in the banking sector.

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