

## A CRITICAL REVIEW OF LITERATURE ON GREEN MARKETING AND ITS APPLICATIONS IN KENYA

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### **Abstract**

Green marketing consists of all the activities that generate and facilitate any exchanges intended to satisfy human needs and wants with minimal adverse impact on the natural environment. It is viewed as a philosophy to "Reduce, Reuse and Recycle" to mitigate environmental deterioration and minimize energy consumption, increasing the repeated use of a product and recycling of the product for the development of a new one. Furthermore, green marketing is characterized by the reduction of the long-term adverse impact on the natural environment from a combination of inputs (that is, sources of supply, resource consumption and production processes), outputs (that is, finished products, product end-of-life and waste) and consumer preferences. It is undoubtedly an important concept which continues to gain importance in business activities and operations. Most importantly, organizations are increasingly applying the concept for various reasons such as an opportunity to achieve organizational objectives; being more socially responsible, and behavior modification to mitigate cost factors associated with waste disposal and / or reduction in material usage. Various environmental processes adopt cleaner manufacturing processes which lead to greener products. Firm managers address environmental issues by placing greater emphasis on green manufacturing, processes and product recovery and ensure that the firms integrate environmental processes in their production operations to meet environmental

objectives such as pollution control and prevention processes. Various studies on green marketing and their applications have been conducted globally, regionally and nationally. The focus of this paper is to a critical review various studies on green marketing that have been conducted in Kenya with a view to establishing the place of green marketing in ensuring that various firms and organizations conduct their activities and operations in a manner that protects the natural environment.

**Key words:** *Marketing, Green Marketing, Environmental Sustainability; Green Marketing Mix*