Factors Affecting Green Marketing in Bangladesh

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Abstract

Green marketing is a new concept not only in Bangladesh but also in the whole world.Normally, it can be said that green marketing is the marketing activities operated by considering the environmental aspects. As society is going to be civilized day by day it is decaying itself by wasting its most valuable environment. Along with the others, marketing sector has also responsibility to preserve the natural resources of the world. Green marketing is the ethical marketing considering the environment which is controlled in the same way the ordinary marketing does. By implementing this new range of ideas Bangladesh as a nation is undergoing an economical reform in recent time.

Index terms— bangladesh, commercial banks, environment, green marketing.

1 I. Introduction

reen marketing is conscious about making the world green. Our ecological system is being greatly hampered by the inhuman activities of mankind. Thus, we are facing a lot of natural calamities in the recent time. Flood, drought, hurricane etc are so much common name into the mind of any person. With the other sectors of world economy marketing has come forward to save the environment. As marketing process observes the whole way of a product when it goes to the consumers from the producers, it can change the overall process and transform it into an environment friendly process with the effort of marketers. Most of the consumers all over the world are anxious about the procedure by which a product comes to them. If this sector comes ahead for the welfare of our environment, marketers can earn more and develop an environment friendly economical system by making the world greener. It is not our responsibility only; rather it is our duty to leave a better world to our next generation as they can live in this world with a paradise of oxygen.

2 II. Review of Related Literature

Low-lying Bangladesh is predicted to be one of the worst victims of global warming (Nupur, 2011). In Many countries around the world where the governments have become very concern about the activities of green marketing, steps have been taken to regulate their markets. Unfortunately the issue of green marketing in Bangladesh has a little influence at all on both the government and the marketers (Hossan, 2013). Manufacturers must be taken care while framing the marketing plans, strategies and policies so as to prevent the environment and nature from any harm caused due to its operations not only today but also in future (Mohajan, 2012). These related literatures encouraged us to write something about green marketing.

The objective of the study is to analyze the prospects of green marketing in Bangladesh. But the specific Objectives of the study are to promote these among beneficiaries and in the financial sector. In particular, it is aimed to -

3 IV. Research Methodology

Actually green marketing is still facing its early days in Bangladesh. The application of this new horizon of knowledge has yet to receive bigger platform to add some real impact in business and administration system. So, we have gone through extensive study of what has been happening in green marketing at this moment. We

have developed questionnaire and made survey on 50 individuals of different age and occupation. The data were conducted during 2013 at Uttara and Dhanmondi areas of Dhaka, the capital city of Bangladesh. We have analyzed the data on SPSS and made recommendation based on our findings. Many secondary resources were used including various journals, books and newspapers etc. To evaluate the prospects of green marketing in Bangladesh. 2. To study the tender situation of greening in Bangladesh. 3. Mentioning the importance of green marketing. 4. To study current distribution channel in Bangladesh. 5. To know about environmental awareness of the people. 6. To identify whether higher price of green products create negative impact or not. 7. To measure how Public Private Partnership is necessary.

production process, packaging changes, as well as modifying advertising. However, to define green marketing is not a simple task. The terminology used in this area has varied; it includes Green Marketing, Environmental Marketing and Ecological Marketing (Akter, 2012). Green Marketing is integrating business practices and products that are friendly to the environment while also meeting the needs of the consumers. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe (Nupur, 2011). Green marketing is the marketing of ecofriendly sustainable products that continue to achieve steady sales even during adverse condition, especially among eco-aware customers. Such eco-friendly customers generally remain loyal to their companies and their brands (Hossan, 2013).

4   b) Reasons for Increasing Importance of Green Marketing

There are several suggested reasons for firms increased use of Green Marketing. Five possible reasons are cited below:

1) Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives. 2) Organizations believe they have a moral obligation to be socially responsible more. 3) Governmental bodies are forcing firms to become more responsible. 4) Competitors' environmental activities pressure firms to change their environmental marketing activities and. 5) Cost factors associated with waste disposal or reductions in material usage forces firms to modify their behavior.

5   c) Social Responsibility

Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives . This results in environmental issues being integrated into the firm's corporate culture. Firms in this situation can take two perspectives.

1. They can use the fact that they are environmentally responsible as a marketing tool; or 2. They can become responsible without promoting this fact.

6   d) Government Pressure

As with all marketing related activities, governments want to "protect" consumers and society; this protection has significant green marketing a. Reduce production of harmful goods or byproducts; b. Modify consumer and industry's use and/or consumption of harmful goods; or c. Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

7   e) Competitive Pressure

Another major force in the environmental marketing area has been firms' desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior .

8   f) Cost or Profit Issues

Firms may also use green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. Therefore firms that can reduce harmful wastes may incur substantial cost savings (Thaker & Vaghela, 2013). When attempting to minimize waste, firms are often forced to re-examine their production processes. In these cases they often develop more effective production processes that not only reduce waste, but also reduce the need for some raw materials. This serves as a double cost savings, since both waste and raw material are reduced (Pawar, 2013).

9   g) Need for Green Marketing in Bangladesh

Bangladesh is an underdeveloped country. The land of this country is fertile but due to be a densely populated country it is uprooting its trees. Even the country has only 9% forest land which should be at least 25%. Bangladesh is a land of rivers. But rivers are being drastically polluted for the bad drainage system around the capital Dhaka. The river Bangshi has 0.00ppm dissolved oxygen on it and the river Buriganga and the river Turag is also suffering from lacking of oxygen badly. It is not true only for the capital but the rivers all over the country are also being polluted rapidly.

10 VI. Hypotheses

implications . Governmental regulations H1: Current Distribution channel is totally unsatisfactory in Bangladesh. H2: Environmental Awareness is not recommended at all. H3: Higher price of green products will not create negative impact. H4: Public Private Partnership is not necessary at all. VII. Here we see that all of our hypotheses are rejected. So, it cannot be said that the distribution channel is totally unsatisfactory in Bangladesh. But, according to the mean value it is also easy to find out it is not good also. After all the mean value of current distribution channel (2.42) in Bangladesh is indicating the lowest mean value among all of them and it is below the average value. So it can be recommended that the current distribution channel should be synchronized. However, we see that mean value of environmental awareness is the highest value (4.1) which says us environmental awareness is highly necessary for flourishing green marketing. We see that t-value of environmental awareness is the highest and of current distribution channel is the lowest. Correlation analysis shows that relation between public private partnership and government funding is conveying the highest value (.677). It is significant at the 0.01 level. We also see that current distribution channel and environmental awareness are negatively related. It is lucid that current distribution channel is not supporting the environmental issues. This value is the lowest value Now we will see what the consumers think about green marketing. * Correlation is significant at the 0.05 level **??2-tailed). ** Correlation is significant at the 0.01 level (2-tailed).

11 Testing of Hypotheses

12 VIII. Results

13 A. Correlations

(-.371) and is also significant at .01 level. We can conclude that environmental awareness is the most significant factor (.485) which can affect the operations of green marketing in Bangladesh. Other positively significant factors are availability of green products (.459), integrated marketing communication (.414), distribution channel (.318) and government funding (.312) although current condition of distribution channel (-.288) has negative relationship with the overall situation of green marketing in Bangladesh and this value is statistically significant at .05 level. From the run values we notice that test values of importance of distribution channel, integrated marketing communication and overall necessity of green marketing are containing the highest value. So, it can be assumed that interviewees are feeling the necessity of these three factors. However, we notice that government funding is indicating the highest p-value.

14 B. Runs Tests

15 IX.

16 Some Problems with Green Marketing

Green marketing claims must;

1) Clearly state environmental benefits; 2) Explain environmental characteristics; 3) Explain how benefits are achieved; 4) Ensure comparative differences are justified; 5) Ensure negative factors are taken into consideration; and 6) Only use meaningful terms and pictures.

17 X. Recommendations

Some recommendations can be given for the betterment of the effort. If the marketers will be enthusiastic about it and want to improve their green marketing strategies they should follow the steps mentioned beneath:

1) Need to use Green marketing prospect in an efficient manner.

2) Develop a culture within the country based on environmental governance. 3) Replicate global as well as local best practices. 4) Share knowledge and technical knowhow with peer groups.

5) Develop institutions and rules with the help of experts and researchers in order to develop a successful green marketing platform.

6) Allow more financial institutions to invest in this sector.

7) Encourage manufacturers to produce and distribute goods as per green marketing guideline.

8) Strengthen government agencies related with this sector. 9) These types of topics can be included in academic curriculum.

18 XI. Ending Remarks

Every organization is trying to be the third generation organizations with their strategies. They are implementing their eagerness with the outlook of green marketing. Bangladesh government has undertaken different strategies to modernize green marketing practices. If every marketer accumulates their work effort into a distinct circle so that we can assure better residence for our next generation, it will save world created by our own labor. It is black and white that we must focus on green marketing prospect. Because this knowledge can help to make

151   mass people conscious. With the help of green marketing we can regulate our consumption pattern and our commitment towards our planet. [1] [2]

Figure 1:

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Here, CDC= Current Distribution Channel, EA= Environmental Awareness, IHP= Impact of Higher Price, PPP= Public Private Partnership.

	Mean	Std. Deviation	Std. Error Mean
CDC	2.4200	1.38638	.19606
EA	4.1000	1.03510	.14639
IHP	3.1200	1.53384	.21692
PPP	3.4400	1.23156	.17417

Source: Computed Primary Data

Table 2: One-Sample Test

			Test Value = 0			
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
CDC	12.34	49	.00	2.42	2.03	2.81
EA	28.01	49	.00	4.10	3.81	4.39
IHP	14.38	49	.00	3.12	2.68	3.56
PPP	19.75	49	.00	3.44	3.09	3.79

Source: Computed Primary Data

Figure 2: Table 1 :

3

IDC .094 .609** .275 .277 .236 .485** .236 .318* Source :
Computed Primary Data CDC IDC CDC IMC -.276 EA -
.371** NGP -.351* IHP -.139 PPP -.206 GF -.257 ONGM -
.288* Here, IDC=Importance of Distribution Channel, IMC
EA .513** .434** .522** .329* .262 .461** .221 .222 .249 .414**
.485** CDC=Current Distribution Channel, IMC=Integrated
Marketing Communication, EA=Environmental Aware-
ness, NGP= Necessity of Green Product, IHP=Impact
of Higher Price, PPP=Public Private Partnership,
GF=Government Funding, ONGM=Overall Necessity of
Green Marketing.

NGP IHP PPPGFONGM
.629**.436*.677*.312*
.488**.264 .269
.330* .253
.459**

Figure 3: Table 3 :

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	1		2	3	4	5	6		7	8
TV 5			2	5	4.5	4	3		3	4
C 1 24 17 19 25						19	20		13	18
C 2 26 33 31 25						31	30		37	32
NR 34 24 26 15						27	27		25	24
Z	2.3	.18	.44	-3.14	.74	.6			1.78	-.01
p	.02	.86	.66	.002	.46	.551	.08			.99

Source : Computed Primary Data
a Median

Here, 1=Importance of Distribution Channel,
2=Current Distribution Channel, 3=Integrated Marketing
Communication,   4=Environmental   Awar
5=Necessity of Green Product, 6=Impact of Higher
Price, 7=Public Private Partnership, 8=Government
Funding, 9=Overall Necessity of Green Marketing, TV=
Test Value (a), C1=Cases< Test Value, C2= Cases
Test Value, NB= Number of Runs, p=Asymp. Sig. (2-
tailed).

Figure 4: Table 4 :

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