

Usage of Green Marketing by Large Scale Manufacturing (LSM) Organizations in the North Central Province (NCP) in Sri Lanka

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Green Marketing has become a buzz and a novel concept in the world with emerging growth of the economy. It is an important practice which marketers can apply to their manufacturing and marketing process to enhancing the market share, profitability. As revealed by Kotler in 2004, the deterioration of the natural environment is a major global concern. In many countries in the world, air, soil and water pollution have reached dangerous level and hence there is a greater concern about green activities. This problem has increased seriously day by day with the activities of manufacturing organizations in the world. Therefore, business have begun to modify their behavior to address this new concern of the society. At the same time “Derana”, ITN and Rupavahini programs in Sri Lanka continuously raised the bad effect of the environment pollution to the society well-being. Consequently, this study attempts to identify the extent and nature of green marketing strategies adopted by LSM organizations in the NCP in Sri Lanka, one of the most important geographical locations and with resource base in the country and to give recommendations to minimize the weakness associated. Accordingly, the study consists of two major independent variables; Designing for environment and integrated waste management. The sample was 17 LSM organizations with 05 manufacturing categories in the NCP. Establishments with 25 or more employees engaged were selected as LSM organizations. The sample was selected using judgmental and convenience method. Data were collected by interviewing respondents using structured questionnaire. Analysis reveals that overall green marketing usage in the LSM organization in the NCP is very poor. Hence it is required to take steps to improve the level of usage for enhancing the long term customer satisfaction and society well-being. Green marketing strategies are practiced at very basic level expect the green promotion and green distribution. Anyhow practices of “Designing for environment” are somewhat better than practices of “Integrated waste management”. Therefore, it is suggested to introduce further pollution prevention programs and resource recovery projects based on green policies.

Keywords: Green Marketing, Large Scale Manufacturing Organization, Designing for Environment, Integrated Waste Management, North Central Province.