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**AN ASSESSMENT OF GREEN MARKETING PRACTICES AND
CHALLENGES AT ST. GEORGE BREWERY COMPANY**

BY:
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DECLARATION

I hereby declare that this thesis entitled “An Assessment of Green Marketing Practices and Challenges at St. George Brewery Company” has been carried out by me under the guidance and supervision of instructor Ephrem Assefa (PhD). The thesis is original and has not been submitted for the award of any degree or diploma to any university or institutions.

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This thesis has been submitted to St. Mary’s University College, school of Graduate Studies for examination with the approval as a University advisor.

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List of Abbreviations/Acronyms

AMA.....	American Marketing Association
FDRE.....	Federal Democratic Republic of Ethiopia
CRGE.....	Climate Resilient Green Economy
EEA	European Environment Agency
TBP.....	Theory of Planned Behavior

Abstract

Key words: *Green marketing, Climate Change, Green production, Green promotion*

Since the advent of ‘great human civilization’ in the 20th century, climate change has become the concern of human species by large. Exclusively climate change taken as a human-caused element and hence it has become an issue that dominate the attention of politics, economics, and the academics from corner to corner. Keeping this in mind, this study assessed the role of St. George Brewery Company’s Green Marketing practices (found around Mexico). It assesses the level of Green Marketing practices and its impact toward the community. This study used descriptive research approach. It employed both qualitative and quantitative methods. Both primary and secondary data collection instruments were used to collect data. The primary data was collected through close ended questioner and semi-structured interview. The researcher distributed 68 questioners for St. George Brewery Company customers and 62 was filled and returned. Also two local communities and two local authorities from Lideta Sub-city were interviewed. The overall finding of the study indicates that St. George Brewery company role in Green Marketing practice (strategy) evaluated as Very Low. 45 (73%) respondents rated the company’s Green production as ‘Very Low’, 48 (72%) respondents on Green Promotion as ‘Very Low’ and 42 (82%) respondents on Green Pricing as ‘Very Low’. Similarly the local communities and local authorities interviewed and evaluated St. George Brewery Company’s role in Green Marketing practice in general as Low. Its cooperation with local communities and local authorities assessed as poor. Although the company mentioned challenges of Green marketing i.e. location of the company, lack of budget, lack of enough land for plantations...etc., the local authorities and communities consider these as mere excuse than real reasons. To this end, this study recommends St. George Brewery Company to start Green Marketing practice sooner than later. This helps the company in creating a safer environment in one hand and builds its brand image in other as a responsible stakeholder. The study also recommends the company to work closely with local communities and local authorities toward environment protection to create nontoxic safer environment for the community through responsible business practices.

CHAPTER ONE: INTRODUCTION

1.1. Background of the Study

Since the advent of great human civilization in the 20th century, climate change has become the concern of human kind by large. Exclusively climate change taken as a human-caused element and hence it has become an issue that dominate the attention of politics, economics, and the academics from corner to corner. The term global warming is often used specifically to refer any near-surface air warming of the globe in the past two centuries. Many climate scientists agree that significant societal, economic, and ecological damage resulted rise in global average temperatures of the globe. This includes increase in extinction of many plant and animal species, industrialization/smokes, shifts in patterns of agriculture, etc (Selin and Mann, 2021).

The twentieth century was a time of unparalleled growth. The world witnessed population to grow and pass the six billion mark, the birth of the mass market and the boom in mass production. As markets became more competitive, formal marketing emerged and became increasingly important by which companies could continue to grow their markets and their market shares. This was based on the assumption all-out pursuit of economic growth is the most beneficial strategy for development. The wealth created can be invested to improve the quality of life of those inside and outside the industrialized economies (Baker, 2002). Although this assumption was operationalized, the result was not as expected. The year 2013 tied with 2003 was the warmest year since records began in 1880. Recently World Metrology Organization noted the year 2020 as one of the warmest year ever and from 2011-2020 the warmest decade on record (World Metrological Organization, 2020). These climate data implies global warming and climate change is happening and leading to food scarcity, water scarcity, health related problems, rise in sea water level in coastal areas and different natural disasters globally. It is imperative to adopt eco-friendly practices in marketing and business to evade climate change related disasters (ibid).

Consequently today the issue of environment valued as much as economic and development concerns are valued. This is because it is definite that one cannot think about development or economic growth without giving due consideration to the environment. The concept of green marketing is one among many that come forward to harmonize economic and environmental progression. Green marketing is the marketing products and

services that are presumed environmentally friendly. Currently green marketing becomes the concern of governments, organizations and societies in general. As a result of consumers' awareness creation and education program on the issue, the behavior and practice of consumers and businesses have been changed largely in advanced nations.

However, though there are significant moves, the issue of green marketing has not given much attention as it deserves worldwide. Particularly in third world such as Africa, green marketing is in its premature stage. Although some companies have started to accommodate green marketing strategies in their market, there is a lot to do on the area obviously. As one African country, Ethiopian businesses are also trying to adopt green marketing concepts and practices as a result of government regulation and sometimes with their own motive. Yet the role is still limited. Recently the Ethiopian government itself has taken the initiative towards the environment with the campaign known as "Green Legacy Initiative" championed by the country's Prime Minister Abiy Ahmed. With this initiative, the country planted 4 billion trees in three months in 2019 and 5 billion trees in 2020 to beat climate change. The country has planned to plant 20 billion more trees by 2024 to help build "a green climate resistant economy" (Samuel, 2020). Without a doubt this will have huge influence in green marketing in Ethiopia.

Hence green marketing as an immature concept and practice in Ethiopia, this study will investigate green marketing practices and challenges in Ethiopia, taking the case of one of Ethiopia's biggest beer factories (St. Gorge Brewery Company). This study also assesses the impact of government initiatives over the environment and the influence on green marketing practices focusing on St. Gorge Brewery Company. Last but not least, this study also assess the potential challenges, prospects and scenarios of green marketing onto the present and the future marketing practices in Ethiopia taking the case of St. Gorge Brewery Company.

1.1.1 Background of the Case Organization

St. George Beer is the most popular and oldest beer in Ethiopia. Founded in 1922, it is brewed by BGI Ethiopia in Addis Ababa. St. George is named after the patron saint of Ethiopia, a patron saint it so happens to share with England and which underlies the country's deep Christian past (BGI Ethiopia PLC Industry, 2010).

The founder of St. George Brewery was a Belgian called Mussie Dawit, who later sold it to a German company. At the beginning, the factory used basic raw materials like barley and hops all imported from Europe, and the management staff of the factory and the leading technicians who controlled the brewery's activities were all foreigners. Eventually, however, an Ethiopian company took over the brewery in 1952. This company was said to have been organized as a shareholding entity, the larger share of which was owned by Emperor Haile Selassie, the Rastafari messiah and big time leader of Ethiopia. Over time the brewery grew and became increasingly popular in the country, with the locals proud to drink an Ethiopian beer and not some import from afar (ibid).

The factory is now owned by BGI, an internationally acclaimed Brewing Company that exports to Europe and to North America. (<http://www.addismap.com/bgi-ethiopia>). Generally, St. George Brewery could be said as having scored good results in the 1940s and 1950s. Towards the end of the 1950s the annual production of the brewery has reached 50,000 hectoliters. St. George Brewery continued to grow. In the early years of the 1970's the brewery was in good shape in terms of its machineries, physical buildings, vehicles, marketing network, etc. It even had a plan to open a new plant for the production of soft drinks. However, the brewery was nationalized in 1974, the name of the Brewery was also changed as Pilsner Brewery and later as Addis Ababa Brewery (ibid).

The role played by the Brewery was significant in supporting and promoting other social activities including St. George Sport Club. St. George Brewery is once again privatized. The factory is now owned by BGI, an internationally acclaimed Brewing Company that operates in many countries. It has excellent reputation in producing quality beer and brought St. George to the same standard. ([addismap.com/big- Ethiopia](http://addismap.com/big-Ethiopia)).

1.1.2. The Business Objectives of the Company

- To produce, sell and distribute bottled beer and draft beer;
- To produce, sell and distribute nonalcoholic beer;
- To import and distribute raw materials and spare parts needed for the production of beer

1.2. Statement of the Problem

According to the American Marketing Association (AMA), green marketing is the marketing of products that are presumed to be environmentally safe. Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

There are lots of researches in Ethiopia regarding business and environment (Dereje, Fekadu (2015), Belay Addisu (2018)). However, there is scanty of literatures mainly on the issue of green marketing in variety of cases (like St. George Brewery Company). Green marketing as a concept is not new (particularly for the developed world). They have been studying and practicing it almost for four decades. However, the case is not the same in developing world. It is clear that most countries in the developing world consider green marketing and related environmental initiatives as a lag against their economic growth. Some even consider it as a conspiracy or a halt against economic growth of the developing world in favor of power and influence to the developed one. For this reason the discussion towards green marketing and other serious business environmental initiatives has not given much attention.

Here, however, one should not be a meteorologist to observe the day to day deterioration of the environment. Environmental damages are real. Unless we do something, the future will worse off than today clearly. It is impossible afterward to think about economic growth without giving due consideration to the environment.

In Ethiopia until recently, the issue of environment was neglected. The issue once again gains attention when Prime Minister Abiy Ahmed took the “Green Legacy Initiative” for green climate resistance economy. This initiative has given promising prospect for the theory and practice of green marketing in Ethiopia. To this end, this paper will assess green marketing practices and challenges in the case of St. Gorge Brewery Company. It discusses green marketing along measures taken by Ethiopian government recently (known as “Green Legacy Initiatives”).

1.3. Research Questions

1. How do the green marketing practices look like at St. George Brewery Company?
2. What are the major challenges affecting the implementation of St. George Brewery Company?
3. What measures have been taken in green marketing initiatives at St. George Brewery Company?

1.4. Objectives of the Study

1.4.1. General Objectives

The general objective of the study is to assess green marketing practices and challenges in the case of St. George Brewery Company, Addis Ababa, Ethiopia.

1.4.2. Specific Objectives

- 1) To assess the green marketing practices in the case of St. George Brewery Company
- 2) To identify the major challenges of green marketing practices in the case of St. George Brewery Company
- 3) To evaluate the measures taken by St. George Brewery Company to enhance green marketing practices

1.5. Scope of the Study

This study focuses on green marketing practice at St. George Brewery Company that found around Mexico. The study assesses how much St. George Brewery Company is applying green marketing concepts such as green production, green pricing, green promotion and green distribution in its business processes. The research investigates facts by focusing on SGBC, its customers and the local community around it.

1.6. Significance of the Study

As green marketing is a contemporary issue, this study will help different such as managers, marketers, policy makers, researchers...etc. to understand green marketing more genuinely and take affirmative actions towards the issue. It helps these stakeholders

to take serious their business considering the environment in Ethiopia and beyond. Moreover, this study will help other scholars and practitioner to help undertake further studies on the field.

1.7. Limitation of the Study

This study had faced three major challenges. The first one was information. St. George Company was not willing to render information as the organization and the staffs are busy to move its premise to other place (Sebeta). To this end, the information from the company side was limited. If there was enough information from the company side it was good, the research could be fuller in addressing what the company's challenges are.

1.8. Organizations of the Study

This study is organized in five chapters. The first chapter is an introduction contains background of the study, statement of the problem, research question, and objective of the study, significance of the study, scope and limitations of the study, and operational definition of key terms. The second chapter covers the review of related literatures (theoretical and empirical literature) and finally presents the conceptual framework of the study. The focus of third chapter is about research methodology. The fourth chapter deals with data presentation, analysis and interpretation. The final chapter comprises conclusions and recommendations based on the findings of the study.

1.9. Operational Definition of Key Terms

- **Marketing:**

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals (American Marketing Association, 2017).

What is Green Marketing?

Marketing is the overall process of getting product or service to the customer and maintaining relationship with them. On the other hand Green is a term used to describe something as environmentally friendly. When these terms put together, it is green marketing or marketing a product or service based on its environmental benefits. Green Marketing involves product design with eco-friendly ingredients and minimal usage of resources in production process, eco-friendly or bio-degradable packaging, distribution with less emission at the same time satisfying needs and wants of humans in order to facilitate exchange (Jacquelyn A. ottman, 2011).

The American Marketing Association (AMA) held the first workshop on “Ecological Marketing” in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled “Ecological Marketing”. Green marketing is defined as “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” (Singh.P. &, Dr. Pandey, Kamal, 2022). To this end again we use the definition of AMA for this study.

- **Green Product**

Product is a complex property, both tangible and intangible, including packaging, color, price, company performance, and retailers accepted by buyers to satisfy wants and needs (Yuliantie, 2021). Although what makes a product environmentally friendly has become a serious debate between environmentalists (Osiako, Peter., Wikurendra, Edza., Abdeljawad, Nour (2022). Green products are products are not harmful to humans and the environment, are not wasteful of resources, do not produce excessive waste, and do not involve cruelty to animals (Nia et al., 2018).

For this study we use the definition given by Oboloo (2023) as ‘green product is a sustainable product designed to minimize its environmental impacts during its whole life-cycle and even after it’s of no use. This can include products that are made from recycled materials, products that are designed to be reused or recycled, and products that are made from renewable resources. Green products can also be those that have been certified by an independent organization as being environmentally friendly.

- **Green Price:**

Price is the value of goods and services measured in money. Based on this value, a person or company is willing to release goods or services owned to other parties. In a company, the price of a good or service is the determination of market demand. Prices can affect the company’s competitive position. (Osiako, Peter., Wikurendra, Edza., Abdeljawad, Nour, 2022).

To this end the basic notion of green pricing revolves around price points consumers are willing to meet to purchase green products and services. Consumers place value on green products and services, and their willingness to purchase recycled paper, unbleached coffee filters, and renewable energy services can boost opportunities for green pricing (Ahammad, Ronju (2012).

For this paper we use the definition given by European Enviromental Agency (2016) Green pricing refers to an optional utility service that allows customers of traditional utilities support a greater level of utility investment in renewable energy by paying a premium on their electric bill to cover any above-market costs of acquiring renewable energy resources.

- **Green Promotion:**

Promotion is one part of the marketing mix has a big role. Promotion reflects activities communicate product advantages and persuade consumers to buy them. So, this promotion is a component used to provide and influence the market for the company’s products. Promoting a product and service to gain market can be done by advertising, public relations, direct marketing sales promotion and on-site promotions. Green promotion is (Geap et al., 2018) the process of introducing environmentally friendly products to the public with various environmentally friendly actions. Companies have concern for consumers and the environment (Osiako, Peter., Wikurendra, Edza., Abdeljawad, Nour (2022).

In addition to this it provides to consumers accurate information about the environmental characteristics of the business and the product, to raise awareness of the consumers, to remind them of the green product advantages, and to generate an environmentally friendly business impression (Tekeli, Mehmet., 2023).

- **Green Distribution**

Distribution refers to the movement of a product from the production stage to the final customer. Distribution determines the overall profitability of a firm as it directly affects both the supply chain cost and the customer experience (Kimathi, Dedan et al, 2016). On the other hand green distribution refers to any means of transportation of goods and services from the source through an eco- friendly channel right up to the final consumer. It involves storage, order processing and picking, packaging, loading and delivery to the customer Panya, Kennedy et al (2021).

Increased environmental awareness has led more companies to adopt sustainable, or green, distribution practices. These practices span from reducing the amount of fossil fuels and greenhouse gases used in manufacture and distribution to increased emphasis on the environment during distribution (Kimathi, Mwaura, et al, 2016). The development of Green Distribution is to enable packaging of lightweight, recyclable, re-use, recycling, biodegradable materials, and to prevent the use of non-ecological materials, (Zao &Zang, 2012).

CHAPTER TWO: LITERATURE REVIEW

In essence, a literature review is a comprehensive overview of prior research regarding a specific topic. The overview both shows the reader what is known about a topic, and what is not yet known, thereby setting up the rationale or need for a new investigation, which is what the actual study to which the literature review is attached seeks to do (Creswell, 1994) explains this: the literature in a research study accomplishes several purposes: (a) It shares with the reader the results of other studies that are closely related to the study being reported (Fraenkel & Wallen, 1990). (b) It relates a study to the larger, ongoing dialog in the literature about a topic, filling in gaps and extending prior studies (Marshall & Rossman, 1989). (c) It provides a framework for establishing the importance of the study (Andrew S. Denney & Richard Tewksbury 2013). Consideration of prior, relevant literature is essential for all research disciplines and all research projects. When reading an article, independent of discipline, the author begins by describing previous research to map and assess the research area to motivate the aim of the study and justify the research question and hypotheses. This is generally referred to as the literature review (Snyder, H., 2019). To this end this study assesses selected literatures written in the past and in the present. By identifying the historical root, it moves into contemporary literatures studied both within Ethiopia and abroad.

2.1. Theoretically Selected Literature Review

The term came into prominence in the late 1980s and early 1990s. AMA held the first workshop on “Ecological Marketing” in 1975. The proceeding of this workshop resulted in one of the first books on green marketing entitled “Ecological Marketing” (UKEssays, 2018).

In simple terms, green marketing refers to the process of selling products or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced or packaged in an environmentally friendly way. There are many literatures written on environment over and over again. Yet literature that narrate environment to that of marketing is limited. Hence, green marketing has remained a neglected issue till recently. As Polonsky (1994:1) argued, environmental issues influence all human activities, yet few academic disciplines have integrated green issues into their literature. This is especially true of marketing. As society becomes more concerned with

the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns.

Polonsky, Jay (1994) in his article "Introduction to Green Marketing" defines green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants. The satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment". Further he argues that the very question why green marketing has increased in importance is the fact that human resources are limited, but human wants are unlimited. As firms face limited natural resources, they must develop new or alternative ways of satisfying these unlimited wants. To this end, green marketing looks at how marketing activities utilize these limited resources, while satisfying consumers wants. He also mentioned five reasons why firms are applying green marketing, these are: taking green market as market opportunity, moral obligation, legal obligation, competitor's pressure, and cost factors of waste disposal.

2.2. Theoretically Selected Literature Review

One reason companies take measures towards green marketing is because green marketing itself is an opportunity. With the changes of consumer behavior towards green product consumption, companies are changing their behaviors as well. Studies are shown a shift with higher green product consumption which resulted to different companies to consider green marketing as huge opportunity for their market share. Given this, firms marketing goods with an environmental characteristic are having a competitive advantage over firms marketing non-environmentally responsible alternatives. This is changing green marketing (Polonsky, Jay, 1994:5).

The other reason many firms start 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. On the other hand measures are also taken by different firms toward green marketing through government pressure. Governments establish regulations designed to control the amount of hazardous wastes produced by firms. Many by-products of production are controlled through the issuing of various environmental licenses, thus modifying organizational behavior. In some cases governments try to "induce" final consumers to become more responsible as well. Competitive advantage is another major

force that influences firms to adopt green marketing. In many cases firms observe competitors promoting their environmental behaviors and attempt to match this behavior. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior (ibid).

Last but not least, firms may also take measures towards green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products can be costly and in some cases difficult. Therefore firms that can reduce harmful wastes may incur substantial cost savings. When attempting to minimize waste, firms are often forced to reexamine their production processes. In these cases they often develop more effective production processes that not only reduce waste, but reduce the need for some raw materials. This serves as a double cost savings, since both waste and raw material are reduced. Along this new industries might be developed too. This can occur in two ways: 1) a firm develops a technology for reducing waste and sells it to other firms; or 2) a waste recycling or removal industry can be developed (Polonsky, Jay (1994).

Hence today different companies take different measures to environment taking full advantage of their market shares. These measures often enforced through greening the marketing mixes i.e. green production, green pricing, green promotion and green distribution.

2.3. Green Marketing Practices

There are four green marketing practices namely green product, green pricing, green promotion, and green distribution (Chinnadorai and Sudhalakshmi, 2014). Each of these green marketing practices will be discussed in detail as follows.

2.3.1. Green Product

The first one is green production. Environmental concerns that create demands for some new products have been given rise to revision of current products and in some cases they have even changed designing, formulation or manufacturing of the products. Ecological design of products decreases consumption of resources and pollution while increasing the survival of scarce resources. Green product helps maintain and improve the natural environment along with maintenance of energy or resources and reduction or omission of using poisonous materials and wastes. Companies use different technologies and change their ways of production to green their products (Chinnadorai and Sudhalakshmi, 2014).

2.3.2. Green Promotion

The other one is green promotion. Many corporations use environmental discussions for their promotional activities. There are many concerns among the consumers about environmental advertisements. Focusing on sustainable relations instead of using the limited concept of green promotion is the suitable way to deal with such concerns. Sustainable relations stress seriously on creating vocal relation with beneficiaries especially the customers and its purpose to increase awareness and training to reinforce social and environmental credit of the corporation and its products. This is usually performed by emphasizing the presentation of advertising slogans of the corporation and also through cooperation and partnership with social or environmental institutions (bid).

2.3.3. Green Pricing

The other crucial and important factor of green marketing is Green Pricing. Most consumers pay a higher price only if they know the product's value-added. This value might be related to performance improvement, efficiency, design, apparent attraction or its taste or even due to other characteristics of the green product including longer life and harmlessness. Green pricing is one of the most difficult puzzles of green marketing. If social and environmental expenses are reflected in the presented price to the customer and the customer intends to pay such price, manufacturers will be encouraged to create more sustainability. To this end green pricing should be given careful considerations to be reasonable and competitive.

2.3.4. Green Distribution

Green distribution includes two internal and external aspects. By internal aspect we mean the internal environment of the corporation that must be a place in which managers and employees have a sense of calmness besides observing the environmental issues in internal processes of the corporation and the proportionality between the internal space and the intended product. Thus customers are attracted to it due to good behavior of employees and the agreeable space. By external aspect we mean places for offering the products and services which have the least harm for the environment. According to Polonsky&Ottman (2000) some actions that can be considered by all corporations regarding distribution and transportation include: developing of centralized distribution method that creates environmental advantages such as decreased movement of vehicles and reduction of shipments; compiling a suitable policy and purpose to decrease the pollution of vehicles which distribute the products; analysis of costs and utility for

feasibility study of the recycling system of wastes and packaging; enhancement of environmental awareness both in the corporation and among the parties to the transportation contract (ibid).

2.4. Green Marketing Initiatives in Ethiopia

Green marketing in Ethiopia is a recent topic both in academic and practical level. Although environmental problems are present, the level of education and responsibility towards the environment was very low mainly in business practices. Only recently, green issues have attracted the attention of various groups such as governments, non-government organizations, businesses, environmentalists...etc. Because the problem is becoming very severe, consumers started to be more environment conscious than they were in the past. Attitude towards environment pollution have improved and start to accept its undesirable impact on the public health. This results advance in environmental sympathy and change in consumers green purchasing behavior (Belay, Addisu, 2018:60).

The foundation for green marketing in Ethiopia was laid mainly in 2011. This is when “Ethiopia Climate Resilient Green Economy” (CRGE) Strategy published based on the vision set by the late Prime Minister MelesZenawi. The vision is for Ethiopia to develop a climate-resilient green economy and to attain middle-income status by 2025. The country plans to follow a green economy pathway that fosters sustainable development. The CRGE is based on four pillars: agriculture; forestry; power; and transport, industrial sectors and infrastructure. An estimated USD 150 billion is required to deliver this over a period of twenty years. The green growth pathway envisions limiting national greenhouse gas emission levels (The Federal Democratic Republic of Ethiopia, 2011).

To this end, giant forward leaps have been made under the CRGE to address and mitigate its effects with observable success. The CRGE strategy demonstrates the Ethiopian government's commitment to by-pass conventional development paths and create a green economy where economic development goals will be met in a sustainable way (Njenga, Nduta, 2021:8). However the implementation of the CRGE was not without challenges such as climate change knowledge capacity restrictions in CRGE units, limited financial resources in implementing the sector specific initiatives...etc., (ibid).

The Challenges of Green Marketing

Although a large number of firms are practicing green marketing, it is not easy job as there are a number of problems which need to be addressed while implementing green marketing. The following are the major challenges facing green marketing practices.

The Newness of the Concept

First, green marketing is a new concept. Consumers are getting more aware about the advantages of Green products, but it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort (Dereje, and Prasada, 2015:166-167).

Cost factor

The second problem is the cost factor. Green marketing involves marketing of green products/services, green technology, green power/energy for which a lot of money has to be spent on research and development programs for their development and subsequent promotional programs which ultimately may lead to increased costs. This decrease the level of consumption of the green products as broader parts of the society is price sensitive (*Ibid*).

The Challenge of Convincing Customers

Third, convincing customers is not an easy task. Customers may not believe in the firm's strategy of Green marketing. Customers may deny the severity of environmental problems and may be unwilling to pay extra money for green products (*Ibid*).

Sustainability Issue

The fourth challenge is Sustainability. Initially the profits are very low since renewable and recyclable products and green technologies are more expensive. Green marketing will be successful only in long run. Hence, the business needs to plan for long term rather than short term strategy and prepare for the same, at the same time it should avoid falling into attraction of unethical practices to make profits in short term (*Ibid*).

Lack of Cooperation and Green Myopia

Last but not least, noncooperation and green myopia. The firms practicing Green marketing have to strive hard in convincing the stakeholders and many times it may fail to convince them about the long term benefits of Green marketing as compared to short term expenses. On the other hand, Green marketing must satisfy two objectives: improved environmental quality and customer satisfaction. Misjudging either or overemphasizing the former at the expense of the latter can be termed as green marketing myopia (*ibid*).

Because of these and other challenges, green marketing could not move forward as it should be both in academic and practical realm (ibid).

2.5. Green Marketing Theories

A theory is a well-substantiated explanation or set of principles that explains a phenomenon or set of phenomena. It provides a framework for understanding and interpreting observations and data, often by making predictions that can be tested through further observation or experimentation. Theories are developed through a combination of observation, experimentation, and logical reasoning, and they are subject to revision or modification as new evidence or insights become available. In science, theories are generally considered to be the most robust and reliable form of knowledge, as they have been extensively tested and supported by empirical evidence, and are able to account for a wide range of observations and data (EthioROBOT, 2023).

Green marketing theories are frameworks that explain the effectiveness of marketing strategies aimed at promoting environmentally friendly products or services. These theories are based on the idea that consumers are becoming increasingly concerned about environmental issues and are therefore more likely to choose products or services that are eco-friendly. Some of the most widely recognized green marketing theories discussed as follow.

2.5.1. Theory of Planned Behavior (TPB)

According to the theory of planned behavior (Ajzen, 1991), behaviors are influenced by intentions, which are determined by three factors: attitudes, subjective norms, and perceived behavioral control. It is also possible for external factors to directly force or prevent behaviors, regardless of the intention, depending on the degree to which a behavior is actually controlled by the individual, and the degree to which perceived behavioral control is an accurate measure of actual behavioral control. This theory suggests that people are more likely to engage in environmentally friendly behaviors if they perceive that others around them also engage in such behaviors. This theory investigates the influence of attitude, personal and cultural determinants and choice control on customer intention to buy environmentally friendly products (Kalafatis, Stavros et al, 1999: 444). This study utilizes theory of planned behavior in discussions.

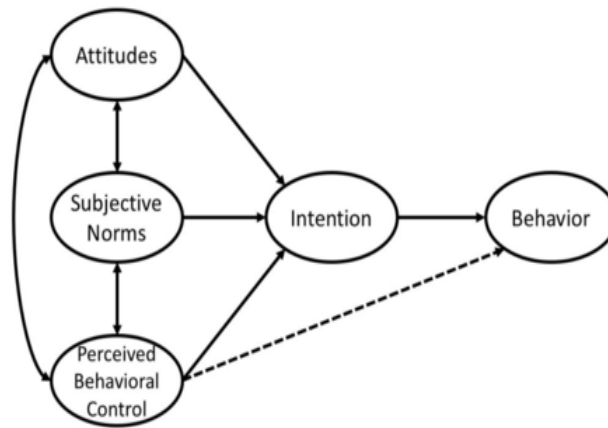


Fig. 1 *Theory of planned behavior, Rebecca Sansom (2022)*

2.5.2. Value-Belief-Norm Theory

Several studies have given support to the idea that norm-activation may be important for a variety of sustainable behaviors. This theory posits that people's values and beliefs play a significant role in shaping their attitudes towards environmental issues. The theory based on the New Environmental Paradigm (NEP) that emphasizes in the limits of growth, the necessity of balancing economic growth with environmental protection, and the need to preserve the balance of nature. The paradigm encompasses general beliefs about the environment, awareness of environmental problems and acknowledgement of the need for sustainable development (Lind, H. B. et al, 2015).

This theory argues that beliefs about the environment influences the individuals' awareness of the consequences (AC) related to specific behaviors and beliefs about the ability to avert the noxious consequences of these behaviors. Accordingly the predictive power of Value-Belief-Norm models enhance when awareness of the consequences (AC) and ascription of responsibility (AR) predict specific behavior. These specific beliefs lead to activation of personal norms and personal norms may influence various types of sustainable behaviors. It also determines whether the individual feels morally obliged to act in environmentally friendly ways (ibid).

2.5.3. Diffusion of Innovation Theory

This theory suggests that the adoption of environmentally friendly products or services follows a predictable pattern, with early adopters leading the way and later adopters following suit. Hurley and Hult (1998) define innovation as the implementation of new ideas, products and processes, while green innovation is defined as 'new products and processes which provide customer and business value but significantly decrease environmental impacts' (Fussler & James, 1996, p. 92).

These organizations seek more innovative ways to incorporate sustainability and improve in areas such as operational efficiencies, product differentiation and new technology development (Vaccaro & Cohn, 2010). These innovative improvements lead to increased revenues and profits, cost savings, higher market share, enhanced corporate reputation and greater brand loyalty in the long term (Vaccaro & Cohn, 2010) while bring about resolution of green issues.

This theory in general advocates the importance of innovation and its distribution to different places in order to bring about profit and sustainable development across the globe.

2.6. Empirical Literature

Several studies have been conducted in relation to green marketing practices, both in Ethiopia and abroad. Researches have been conducted in response to the recent increase in green marketing in developed nations like the US and UK, though the concept is at its emerging stage with regard to developing nations. The review of previous researches reveal that the effectiveness and impact of green marketing is dependent on numerous subjective variables like Brand perceptions, ethical believes, product convenience, perceived product value etc.,. The former literatures stress on the necessity of conducting further investigations with regard to consumer environmental insights and their connectivity to marketing and ultimately purchasing patterns so as to fully recognize the relationship between green marketing and consumer market (Ann Georgie, Neethu, 2022).

According to Ann (2022) Green marketing refers to the type of promotional messages that appeal to the needs and desire of environmentally concerned consumers and it typically involves the usage of claims that emphasis the brands commitments towards environment (Ann Georgie, Neethu, 2022). The definition of green marketing has evolved considerably (Henoin, 1972) since its origination in the 1970. One of the initial definitions of Green

Marketing includes the aspects of marketing activities, both positive and negative, studying the depletion of energy and non-energy sources, pollution and so on. Leonidou et al., (2013) stated the most topical definition of green marketing has totally progressed in terms of its variables. Green marketing involves the marketing strategies used to achieve a firm's financial as well as strategic goals while reducing its negative impact on the environment.

Dahlstorm (2011) and Ottman (2011) have characterized green marketing as an integration of ecological concerns into marketing aspects including production, distribution and logistics, promotion and packaging along with marketing communications. On the other hand, Prakash (2002) regards green marketing as an environment friendly strategy that consists of disclosing information to consumers at different levels like industry, firm and product level. Welford (2000) and Peattie (1995) portray green marketing as a management process of identifying, anticipating and satisfying the consumers' needs and wants while being sustainable as well as profitable. Despite the growing body of literature focusing on green marketing, a universal definition remains elusive with many heterogeneous definitions remaining in use, depending on the researcher's perspective (ibid).

Crane, Andrew (2000) in his article 'Facing the backlash: Green marketing and strategic reorientation in the 1990s' discusses green marketing strategies in the context faced by businesses in the middle to late 1990s. The literature suggests that this context has been characterized by a consumer backlash against green marketing, which has been created by perceived problems in the areas of green product performance and green claims in the late 1980s and early 1990s. Evidence is reported from a qualitative study which investigated corporate perceptions of this context and revealed the strategic orientations which have subsequently been employed by green marketers. The findings suggest that managers do indeed perceive the backlash to have occurred and to have been caused by the factors posited. It is argued that these understandings have assumed the role of myths in shaping organizational perceptions of the green marketing context.

Mishra, Pavan., & Sharma, Payal (2014) in his article 'Green Marketing: Challenges and Opportunities for Business' discusses how businesses have increased their rate of targeting green consumers, those who are concerned about the environment and allow it to affect their purchasing decisions. The paper identifies different kind of segments of green

consumers and explores the challenges and opportunities businesses have with green marketing. Further it examines the present trends of green marketing in India. It describes the reason why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand. It argued that green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater energy, as it has an environmental and social dimension to it. With the threat of global warming, it is extremely important that green marketing becomes the norm rather than ‘an exception or just a fad’.

Mmawati, Siti & Nugroho, Arisetyanto. (2020). Green Marketing as the Source of the Competitive Advantage of the Business. This study summaries the principles of green marketing and the concepts related to it. The target of the study was the Automobile industry in Slovakia. The aim of contribution this study is to prove the relationship between the implementation of the principles of green marketing and the competitive market position of the company. By analyzing the statistical hypotheses the study found in the research questions that there is a statistically significant relationship between the application of green market principles and the competitiveness of enterprises. However based on the marketing surveys, research responses and the study of available resources, we concluded that there is no comprehensive green marketing implementation model linking environmental consumer behavior with a link to the company’s marketing strategy of Automobile industry in Slovakia.

Acee-Eke, Beatrice., Ikegwuru, Mac-Kingsley (2020) ‘Green Marketing and Sustainable Development’ case study on Nigeria green marketing practice. The purpose of this study was to empirically examine the impact of green marketing on sustainable development. The findings of the study affirm that green marketing has significant effect on the measures of sustainable development. The study provides a practical and useful tool for green marketing areas, because the result of the study shows that green marketing has a significant effect on sustainable development. This paper investigates the influence of green marketing on sustainable development.

Bhatia, Mayank & Jain, Amit. (2013). Green marketing: A study of consumer perception and preferences in India. This research provides a brief review of environmental issues and identifies the green values of the consumers, their level of awareness about

environmental issues, green products and practices. This paper highlights the consumers' perception and preferences towards green marketing practices and products with the help of a structured questionnaire. A study was conducted on 106 respondents. High level of awareness about green marketing practices and products was found among the consumers.

Consumers' level of awareness about green products found to be high but at the same time consumers are not aware about green initiatives undertaken by various government and non-government agencies signifying need for more efforts from organizations in this regard. Newspaper remains leading source of information for most of the respondents and should be utilized more for reaching out to the consumers regarding green products and practices.

Bukhari, Syeda. (2023). Green Marketing and its impact on consumer behavior. This research provides a brief review of environmental issues and identifies the green values of the consumers, their level of awareness about environmental issues, green products and practices. A study was conducted on 106 respondents and high level of awareness about green marketing practices and products was found among the consumers. Green values were also found to be high among the respondents. Research has given good insights for marketers of the green products and suggests the need of designing the marketing communication campaigns promoting green products due to high green value among the consumers.

On the other hand studies made in Ethiopia have also discussed about green marketing though they are few. Dereje, Fekadu (2015) in his article "Green Marketing and Green Growth as Path Way towards Ethiopian Green Economy" mentioned the socio-economic benefits of green marketing, green growth and green economy. He argued successful exploitation of green marketing, green growth and green economy accelerate rural development by reducing soil erosion, increasing soil fertility, food security, and rural employment. To this end he suggested consumer awareness about the merits of Green products and the existing environmental threats. Consumers must be motivated through green marketing campaign to switch brands or even pay a premium for the greener alternative.

He noted through empowering consumers ensuring they can make a difference; it is possible to make consumers buy greener products. The author believes government has a major role in implementing the concepts of green marketing through laws and utilize its authority to enforcing them. However all stakeholders i.e. consumer, the organization and the government must work together towards the common goal of minimizing the detrimental environmental impact and make the world a better place to live in. He concluded the low-carbon supply of goods and services (e.g., manufactured goods, power) can easily be marketed as a major competitive advantage for Ethiopia's international marketing.

Belay Addisu (2018) wrote his article "Green Marketing: Sustainable and Responsible Consumption of Eco-Friendly Products in Ethiopia". In this article he revealed the issue of green becomes the concern of governments, organizations and societies in general. However green marketing in Ethiopia is a recent phenomenon. Only recently green marketing is indorsing a growing amount of attention by government, organizations, and consumers by large. Data shows that consumers in Ethiopia are concerned about how environmental qualities are improved. However their buying preference and inclination towards eco-friendly products has not been changed. High price of green products coupled with poor awareness regarding the benefits and availability of various brands, symbols and certifications of green products, made the consumption of ecological products difficult. As evidenced from the finding, consumers are not aware of brands and symbols of green products and they are not aware how their use and disposal of products affect the environment.

Belay made a survey to gather data from 145 post-graduate students of Addis Ababa University School of commerce. And the finding reveled that, first, internet advertisements are the most powerful source of awareness in providing information regarding green products. Second, there is negative relationship between price and consumption of green products (an increase in the price will result in low consumption of eco-friendly products). Third, Social Influence had the highest strong and positive relationship with consumption of eco-friendly products, followed by environmental awareness, environmental attitude, environmental knowledge, and environmental concern. Finally, the researcher suggested that marketers should enhance green marketing through informing consumers about the adverse impact of their consumption on the environment

(i.e. through intensive promotion campaign) could lessen the worsening of the quality of Ethiopia's environment. On the other hand, the most powerful factor influencing green purchase behavior of Ethiopian consumers is social influence followed by environmental attitude and environmental knowledge. To this end, marketers should emphasize on viral (word of-mouth and social media) marketing. Aside this by using internet advertisements, marketing managers need to take this opportunity to change consumers' consumption habit in the track of sustainability (Belay, Addisu, 2018:70).

These are some important literatures that more or less touch the issue of Green marketing both in a foreign country and in Ethiopia. There are plenty of studies made abroad about Green marketing but this is not the case in Ethiopia. There is scanty of literature about green marketing discussion in Ethiopia. Particularly, assessment of green marketing practice given the case of St. George Brewery Company is nonexistent. To this end this study focuses on one of big Ethiopian Brewery industry (St. George Brewery Company). It assesses the green marketing practices of St. George Brewery Company and the challenges it face in the process. Further this study also assesses the attitude of customers and local community of St. George Brewery Company of its role in green marketing activities.

2.7. Conceptual Framework of the Study

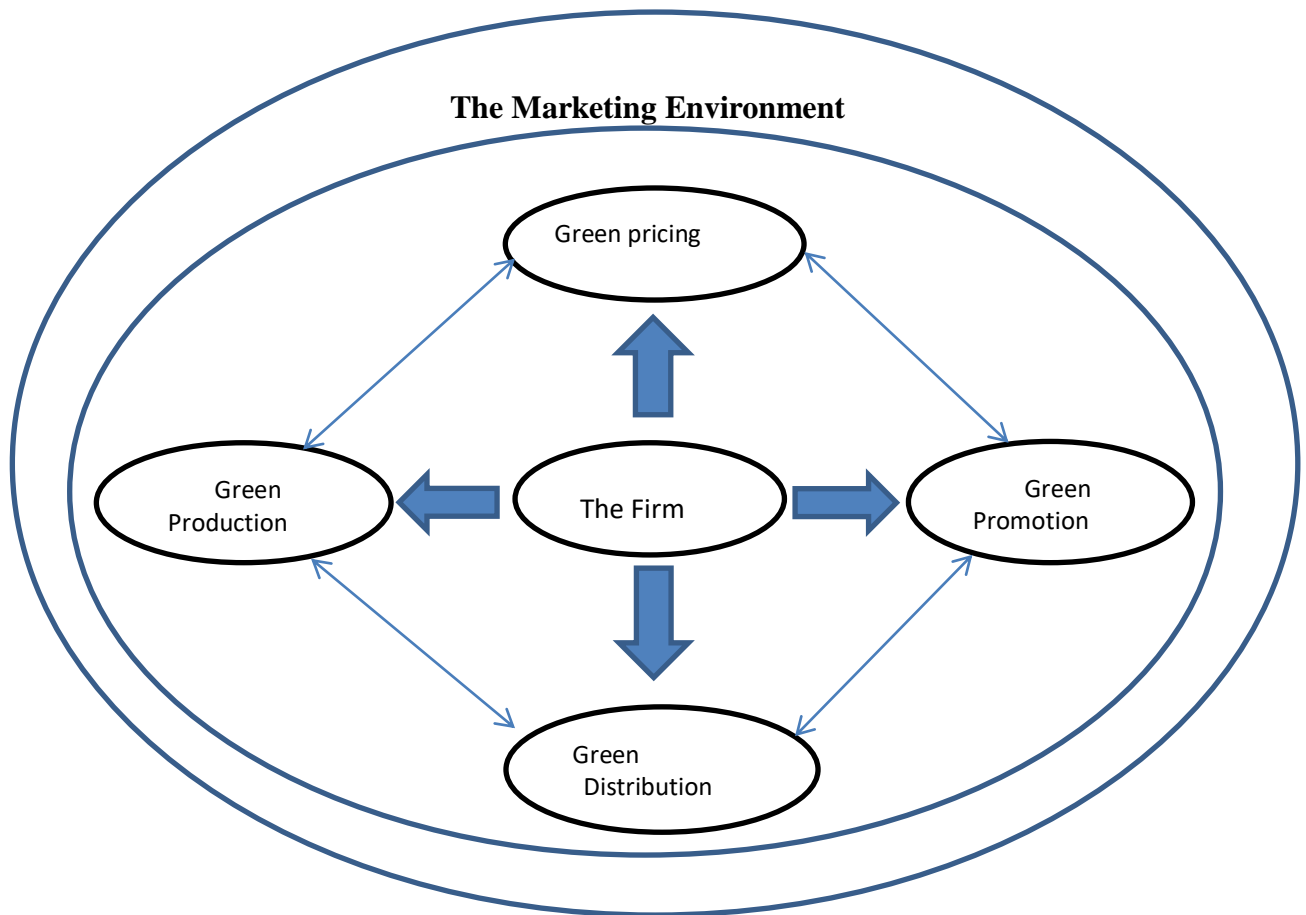


Fig. 1: *Business and Green Marketing Mix Relationship in Marketing Environment*

The above figure shows the green marketing mix relationship between green production, green promotion, green pricing and green distribution with a firm. The green marketing mix is a set of tool and tactics that business can use to promote environmentally friendly products and services. The above figure shows that how business firms that apply green marketing operate within the marketing environment. The relationship has two major dimensions i.e. the firm relation with the green marketing mix and the green marketing mixes relationships with one another. This means when the company applies each green marketing mix, each marketing mix also related and influences one another in the process. For example green marketing practice influence the firm in the way it produce, promote, set prices and distribute its products. On the other hand green production has effect on green promotion, green pricing, and green distribution and vice versa. These all interactions take place in the marketing environment.

CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

This chapter comprises in general the research design, the methodology and the method the research employs in the research process. Research methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. It is the procedures by which researchers go about their work of describing, explaining and predicting phenomena. Its aim is to give the work plan of research. On the other hand research methods are the various procedures, schemes, algorithms, etc. used in research. All the methods used by a researcher during a research study are termed as research methods. They are essentially planned, scientific and value neutral. They include theoretical procedures, experimental studies, numerical schemes, statistical approaches, etc. Research methods help us collect samples, data and find a solution to the research problem (Flick, U. (2015).

3.1. Research Design and Methodology

This study uses case study research design. Case study research design is a design useful for researches that focus on particular place, thing or issue. The case of this study will be St. George Brewery Company.

On the other hand, this study will employ qualitative research approach. According to George, (2005), the aim of the qualitative approach is to describe certain aspects of a phenomenon with a view to explain the subject under study so as to broaden the understanding of the issue involved. Descriptive research method will be used to analyze the data.

3.2. Data sources

Both primary and secondary data will be used in this study as a primary source, the study will employ structured and semi structured interviews with different stakeholders i.e. managers, marketers, experts...etc., within St. George Brewery Company. On the other hand government officials, scholars and activists that have knowledge on the issue will be utilized outside of the company. Secondary sources includes such as books, articles, research papers, official documents, newspaper ... etc., will be used.

3.3. Population, Sample Size and Sampling Techniques

3.3.1. Target Population

The population of this study is composed of customers and employees of St. George Brewery Company. The total number of customers is really unknown.

3.3.2. Sample Size Determination

The research will use non-probability sampling methods in which individuals are selected based on non-random criteria. Most useful individuals that have better knowledge on the study will be used for the study. However limited amount of probable simple random sampling method will be used aside to collect information on the subject to fulfill the study.

3.4. Reliability and Validity of Data Collection Instruments

The collection of information on employees' commitment is based on standardized questionnaire adopted from Allen and Mayer (1990) and others will be developed and modified by the researcher.

Comment: What about the questionnaire used to measure motivation? Please mention the source of the Likert scale items to measure green marketing practices? Discuss here the name of the scholar/s from whom you adopted the Likert scales used to measure your study variables along with the reliability coefficients (Cronbach alpha value for the Likert scale item questions per dimension or factor should be ≥ 0.70) for each of the scales reported by the scholars. Please also complete the following table.

Reliability of the Measurement Scales

Variables	No__ of items or statements	Reliability coefficient Cronbach alpha	Name of the scholar/s who developed the scale, year)
Green Production Practices	8	0.87	Belay Addisu (2018)
Green Pricing Practices	5	0.63	Bhatia, Mayank & Jain, Amit. (2013)
Green Promotion Practices	7	0.78	Dereje, Fekadu (2015)
Green Distribution Practices	7	0.78	Mishra, Pavan., & Sharma, Payal (2014)

3.5. Types of Data

Both primary and secondary data used in this paper. As a primary source, the study will utilizes structured and semi-structured interviews with different parties i.e. managers, marketers, experts...etc., within St. George Brewery Company, and government officials, scholars and activists that have knowledge on the issue outside of the company. Secondary sources includes such as books, articles, research papers, official documents, newspaper ... etc., will be used.

3.5.1. Method of Data Collection

This research used both primary and secondary data. As a primary source interview and observation will be used. Interview includes structured and semi-structured interviews with concerned parties over the subject Secondary sources also used to substantiate the study.

3.5.2. Method of Data Analysis

This study used content analysis to analyze data. Content analysis is a research method used to identify important information in recorded communication. To conduct content analysis, I systematically gather data from: interview, observation, books, newspapers, magazines, speeches, news and social media posts, photographs, documentary ...etc.

CHAPTER FOUR: RESULTS AND DISCUSSION OF MAJOR FINDINGS

The following part of the study deals with data presentation, interpretation and analysis of the study. It has three parts, the first one is the background of the respondents and the second part is data (through questioners) presentation, interpretation and analysis and the third part is presentation and analysis of data that found through interview from local community and government authorities of the research topic.

I. Profile of Respondents

Questionnaires were distributed 68 customers of St. George products. Among these 62 (92%) were filled questionnaires properly and returned on time. The rest 6 (8%) were failed to complete and return the questionnaires. All the returned questionnaires were completed and considered for the analysis.

Table 1. Response Rate

Questionnaires	Number	Percentage
Returned	62	85%
Unreturned	9	15%
Total	68	100

Source: Own survey 2021

Table 2. Number of years as Customer

Year	Frequency	Percent (%)
Above 30 years	24	31
21-30 years	12	24
11-20 years	14	27
Below 0-10 years	12	18
Total	62	100

Source: Own survey 2021

According to Table 2, the majority of respondent were customers of BIG that have been customers between 11-20 years that accounts 19 (59%). The next customers with BIG are between 21 to 30 years that account 6 (19%) and above 30 years 5 (16%) and below 10 years 2 (6%) respectively. This indicates that, this study collects data more than 89% from 10 years and above BIG customers who imply these customers has better knowledge about the product they consume and the company they are related as customer.

Table 3. Address of Customers

	Frequency	Percent (%)
Megnaga	7	12
Abenet	16	27
Torhailoche	11	18
Lideta	28	43
Total	62	100

Source: Own survey 2021

According to Table 3, the majority of respondent were customers of BIG that are located around Lideta 27 (84%). This means these customers have relative knowledge or experience about BIG production, promotion, distribution of its products and its role with relations to environment protection.

II. Results and Discussions of Specific Questions

Opinion of Customers towards the Company's Green Marketing Activities

Table 4.

The level of green product availability in St. George products	Frequency	Percent
very high	0	0
High	1	2
Low	16	25
Very Low	45	73
Total	62	100

Source: Own survey 2021

Green Products are products with low environmental impacts. They are produced with less natural resources, reduce or eliminate toxic substance which is harmful to both environment and human health. As shown in table 4: 45 (73%) respondents responded St. George Brewery

Company has very low/none/ Green Products. 16 (25%) responded it has low Green Products. This response implies that the company owns zero Green Product that is produced with fewer natural resources and eliminate toxic substances that are harmful to both environment and human health. This indicates the company has less concern to environment protection made through Green Production.

Table 5.

The level of St. George Brewery company promotional effort /Green Promotion/ in protection of the environment	Frequency	Percent
very high	0	0
High	4	6
Low	10	17
Very Low	48	77
Total	62	100

Source: Own survey 2021

Green Promotion refers to the specific type of advertising that focus on the promotion of sustainable policies, environmentally friendly operations, green packaging and environmental measures adopted by a firm. As shown in table 5: 48 (77%) respondents responded that the company has “Very Low”/none/ Green Promotions. 10 (17%) respondents replied the company has “Low” Green Promotion. Only 4 (6%) says there is Green Promotion. This response again implies that there is almost zero Green Promotion that focus on sustainable policy or environmentally friendly operations...etc., adopted by the firm. The company concern for environment protection through communicating valuable environmental conservation messages is poor.

Table 6.

Availability on packaging of St. George products that aware environment protection	Frequency	Percent
very high	1	2
High	3	5
Low	16	25
Very Low	42	68
Total	62	100

Source: Own survey 2021

Today firms that exercise Green Marketing use their packaging of their products to transmit messages over the protection of environment which also induce their customers to conserve their environment as well. This is one responsible way doing business today. As shown in table 6, 42 (68%) and 16 (25%) respondents responded that the company has “Very Low” and “Low” respectively efforts in transmitting messages related to environment protection. The response implies that the company has never used its packaging to inform its customers the value of environment protection. This is another sign the company own less attention for environment protection in its business operation.

Table 7.

St. George products packaging/level of Green Packaging/ contribution to the pollution of the environment	Frequency	Percent
very high	0	0
High	0	0
Low	14	22
Very Low	48	78
Total	62	100

Source: Own survey 2021

Green Packaging is simply the use of materials and manufacturing methods for the packaging of goods that has significantly low impact on both energy consumption and the environment. To this end, as shown in table 8, 48 (78%) respondents responded the company product packaging polluting the environment is “Very Low”. 14 (22%) respondent replied the company packaging has “Low” impact on environment pollution. This is mainly related the company use less harmful packaging like paper and other products, plus the company collect its used resources properly. In this regard, this response implies that the company is operating with better environmental friendly approach than mentioned above. This has significant impact creating a safer environment.

Table 8.

Availability of some charges of money/level of Green Pricing/ on St. George products that is given to environment protection	Frequency	Percent
very high	0	0
High	0	0
Low	10	16
Very Low	52	84
Total	62	100

Source: Own survey 2021

Green Pricing is one green marketing strategy in which customers charged specific amount of money for the production of green products, or the company itself deducts some amount from its profit for the sake of environment protection. This is one way of conserving the environment through using renewable energies i.e. electric, winds, solar...etc., than environmentally pollutant gases that pollute the environment. As shown in table 8, 52 (84%) respondents and 10 (16%) respondents responded the company use of Green Pricing as “Very Low” and “Low” respectively. The response implies that the company has no any pricing strategy that contributes to environment conservation. And this shows the company less move with regards the use renewable energies acquired from solar, winds, recycling...etc., which has less impact on the environment.

Table 9.

The level of concern of St. George Brewery Company to reduce pollution of the environment while distributing its products /Green Distribution/	Frequency	Percent
very high	0	0
High	0	0
Low	18	29
Very Low	44	71
Total	62	100

Source: Own survey 2021

Green Distribution is the distribution of products with less carbon dioxide emission to the environment. This can be done in many ways like using electric vehicles or vehicles with less carbon dioxide emission. In addition to this, reducing movement of vehicles through reducing distances of factories warehouse or the supply chain to the marketing environment. As shown in table 9, 44 (71%) and 18 (29%) respondents responded that the company has “Very Low” and “Low” environmental impact while distributing its products. Because the company found in inner-city near to the community, it can easily access the customers with very short distance. This prevents the release of harmful gases /carbon/ emits from its vehicles. Yet on the other hand the company location being close to the community has another environmental impact for the surrounding/will be discussed later/. However in terms of distribution of its products BIG has minimal impact toward the environment mainly in relation to the community. This can have significant positive impact on environment conservation. And this can reduce the pollution of the environment in Addis Ababa city as whole as well.

Table 10.

The level of concern St. George Brewery company possesses in protecting the environment in general	Frequency	Percent
very high	0	0
High	2	3
Low	10	17
Very Low	50	80
Total	62	100

Source: Own survey 2021

Green Marketing is one component of a broader movement toward socially and environmentally conscious business practices. Increasingly consumers have come to expect companies to demonstrate their commitment to improving their operations alongside various environmental, social, and governance criteria. To this end the issue of environment becomes the issue of many companies across the world. This is mainly one because customers growing consciousness of business practices of different companies and the other, companies themselves started to use environment protection as competitive advantage.

As shown in table 10, almost all of respondents 50 (80%) answered that the level of concern St. George Brewery Company toward protecting the environment in general as “Low”. The response implies that the company concern for the environment while doing its business is low. And it shows that the company has environmentally less sensible business practices.

4.1. Green Marketing Practice and Challenges of St. George Brewery Company: Responses of Local Communities and Government authorities

4.1.1. Response of the Local Communities

In assessing the Green Marketing practice, St. George Brewery Company was not willing to render information with the reason given concern of aggravation of COVID19. However important information was collected from government authorities and local communities. I have interviewed two members of the local community that have lived long time (more than 30 years) around the company i.e. Ato Fasil Mekonen and Weyzero Zenash Kebede.

According to Ato Fasil, St. George Brewery Company has a very long relationship with local communities. The company is very important in terms of delivering very special beers and selling cheap foods in its bar and restaurants known as Dipo. However when it comes to environment protection, the company role in planting trees, or giving some amount of money for those protecting it is very poor. The company has minimal role in planting trees even though it has carbon release that harm the environment. Ato Fasil added there is sometimes bad smell that comes from the factory while processing its products. This has also effect on the communities’ health.

According to Ato Fasil the company dry wastes management system is good. It collects its wastes properly and give it to waste collecting facilities. To this end there is no such dry wastes that endanger the community. There is no also liquid wastes that endanger the community or seen one disturbing the locality. In general Ato Fasil observed St. George Brewery Company smoke/carbon/ release and bad smell (from processing beer) consider as a danger toward the environment or the local community. The little consideration toward planting trees and working with the local community considered as weakness of the company.

Weyzero Zenash also has no different view from Ato Fasil. However in addition to Ato Fasil's view, she added the company sometimes releases wastes that are not refined. Weyzero Zenash knows that the company has liquid wastes refinery and mostly the liquid wastes are clean, but sometimes the company release unrefined liquid wastes that endanger the locality. Other than this the smokes and smell are the very long concern of the community which is unresolved by large. Plus the company engagement in planting trees and giving training how to protect the environment is nonexistent.

4.1.2. Responses of Government Authorities

St. George Brewery Company found within Lideta Sub-city. This means Lideta Sub-city is responsible for controlling the general operation of this company. They have full authority what is going on within that Sub-city. This means the authority has close knowledge over the practice and challenge of St. George Brewery Company in relation to the environment. I have interviewed three local authorities that are responsible toward environment protection of the Sub-city. These authorities have also enough knowledge how St. George Brewery Company operate and the role the company plays in environmental protection.

Betelhame Yemane is a Park Protection and Development Senior Officer at Lideta Sub-city. She has worked more than 9 years as Park Protection and Development Officer at the Sub-city. She says St. George Brewery Company concern for environmental protection is very poor. The company is known helping the poor and artistes in Ethiopia. But when it comes to environment protection, its role is incomparably low. There is no any initiative took to planting trees or working on greenery around the company. Even with lots of finance and efforts, there were greenery (trees and plants that were planted) around the company, but they could not grow. The problem for this is that one with the company release of smokes and the other the smokes of the cars pass around that place. The company did nothing to work either alone or with the authorities to solve this problem.

In addition to this the company's vehicles are very long and often park aside the company. Because the road is very narrow, other than creating traffic problem, it also hinders the ability to clean the road early on the morning. For this reason, the place around that area is not fully cleaned which contribute to the pollution of the environment. Betelhame also mentioned the company release liquid wastes that is not refine well. Sometimes the greenery are affected by this unclean waste.

The smokes (both the carbon and the one that comes beer processing) are both bad to the green development around the area. The company should consider using latest technologies to reduce its effect. As Betelhame also has access to observe the inside part of St. George Brewery Company, the inside part of the company is covered with stones or non-greenery elements which shows the company's reduced concern for environmental protection.

Lemesa Debela is Environment Pollution and Climate Change Team Leader in Lideta Sub-city. He worked more than 8 years in this position in the Sub-city. According to Lemesa St. George Brewery Company role to environment protection is low for two main reasons. One is because the company is a very old company; there was no any law that evaluated the company operation till 2002 E.C. It is only after 2002 that formal law and regulation plus concern from government authorities increasingly become vital. The assessment and evaluation over environment was given to the companies themselves which obviously cannot be trusted fully. The second problem is the company located in inner-city. This makes the control very difficult with government authority. Because the company is a very old, there was no any consideration it will have such impact on the community. The government only pressures the company to own waste refinery and latest technologies. Here however the company has not lots of initiation to protect the environment. It always needs the pressure of government authorities.

On dry waste management, Lemesa says the company is doing well. But on liquid one it has refiner but sometimes it release unrefined liquid which is visible when it cracks the iron fences of the community. He added the issue of environment is the issue everybody but St. George Brewery Company has less concern toward it. One reason the company give as excuse is that the company has not enough land to plant trees while it can plant inside and around the company. The company focuses more on business than working on both business and environment. Lemesa also mentioned recently there was "Green Development Plan Movement" initiated by the Sub-city, and in this movement lots of companies were asked to contribute for the plan, and St. George Brewery Company rejected the contribution because it has no budget. There was some participation before this, but now this has stopped. This shows in general the level of the company giving concern to the environment protection. The company often mention its huge tax and employment opportunities it give to the country but this is not enough, environment protection should go hand in hand with business operation according to Lemesa.

4.3. Challenges of St. George Brewery Company in Green Marketing Practice

The company repeatedly mentions its challenges that hinder Green Market practices. Both the local authority and the community mentioned these of company's excuse not giving lots of attention for environment protection. These are:

1. **Location of the Company:** because the company found within inner-city, it is difficult to control the wastes and smokes released very strictly. Whatsoever it is nearly impossible to avoid the threat the company own towards the community. The best solution would be moving out the company from the inner-city according to Lemesa; Environment Pollution and Climate Change Team Leader at Lideta Sub-city.
2. **Budget Problem:** according to Lemesa the company repeatedly mention it has no budget to contribute for environment protection. This is not fully acceptable by authorities only show it has less concern for environment. This is mainly the company is known for helps and supports in other areas.
3. **Lack of Free Land for Plantation:** Senior Officer on Park Protection and Development at Lideta Sub-city Betelhame Yemane mentioned, among the problems the company is not developing greenery is that it has no free land/space to plate trees. The company mentioned it has no free available space that can be devoted for greenery.
4. **From Government Side- Law Gap:** according to Lemesa Ethiopia signed many international law on environment protection. But when it comes to the practical level, it is poorly applied. This gives for many companies to be weak in environment protection. Because most of the companies are not responsible by themselves unless the government pressure them.
5. **From Local Community's Side– less Environmental Consciousness:** the local community is environmentally less conscious which contribute for the company to ignore the issue as well. According to Lemesa, the issue of environment is the issue of everyone but here in Lideta like many other places in Ethiopia, the response for environmental pollution is very low. This brings free riding problem in environmental protection by the company.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter is intended to summarize the major findings, draw conclusions from data analyzed, recommend on the possible gaps observed in line with the general objective.

5.1. Summary of Major Findings

This study was intended to assess Green Marketing strategy practices of St. George Brewery Factory. The study was designed mainly to deal with how Green Marketing was applied in the marketing mix of St. George Brewery Factory i.e. production, promotion, pricing and distribution of products. The study uses descriptive research design and the study was carried out through collecting data by questioner from St. George Brewery Customers and interviewing the local communities and local authorities of Lideta Sub-city. In addition, secondary data also gathered by reviewing different books, research papers, articles, journals and websites. After several analyses of the data collected, the following major findings of the study are summarized as follows:-

- Majority, that is, 45 (73%) of the respondents rated St. George Brewery Company “Low” over its inclusion of Green Products in its production. St. George Brewery Company is favorable to non-Green Products.
- Majority, that is, 48 (77%) of the respondents rated St. George Brewery Company “Low” over its attachment of Green Promotion in its promotion. St. George Brewery Company has almost zero Green Promotion that focus on sustainable policy or environmentally friendly operations.
- Majority, that is, 48 (78%) of the respondents rated the impacts of St. George Brewery Company packaging to environment pollution as “Very Low”. Company use of less harmful packaging materials like paper and the company collect its used resources properly. This has good contribution to environment protection.
- Majority, that is, 52 (84%) respondents responded the company use of Green Pricing as “Very Low”. The company has no any pricing strategy that contribute to environment conservation. It has less move with regards to the use of renewable energies i.e. Solar, winds, recycling...etc., which has less impact on the environment.
- Majority, that is, 44 (71%) respondents responded that St. George Brewery Company distribution system has “Low” environmental impact. The company location (found in

inner-city) proximity to the community has contributed for lower environmental pollution.

- Majority, that is, 50 (80%) responded that the level of concern of St. George Brewery Company toward protecting the environment in general as “Low”. The practice Green Marketing by St. George Brewery Company is poor. The company has less environmental friendly business practices.

5.2. Conclusion

Based on the finding of the research, the following conclusions are drawn.

- According to the result of the study, majority of the respondents rated St. George Brewery Company Green Marketing Practice as “very low”. The company’s overall strategy toward Green Production, Green Promotion and Green Pricing is poor.
- According to the result of the study, all of the respondents from the local community and local authorities agree that St. George Brewery Company participation in Green Marketing and its responsibility in environment protection is low. Based on this information, this study concludes that St. George Brewery Company Green Marketing practice and its overall role responsibility in protecting the environment while doing business is very low.

5.3. Recommendations

Based on the summarized findings and the conclusions drawn from the study the researcher forwards the following recommendations.

- According to the result of the study, majority of the respondents rated St. George Brewery Company’s Green Marketing Practice as **Low**. Based on this information, the student researcher recommends that the company to start Green marketing practice sooner than later. This will create a safer environment in one hand and durable brand image for the company in other as model responsible stakeholder for environment protection.
- According to the result of the study, all of the respondents from the local community and local authority evaluated St. George Brewery Company participation in Green Marketing and its responsibility in environment protection as **Low**. Based on this information, the student researcher recommends to St. George Brewery Company to start to work with local communities and local authorities to realize a better environment for all. By creating a safer environment, the company can smoothen the

relationships with the local communities and local authorities. This helps for the company to get better approval and appreciation for its business operation from the surrounding which enhances company's productivity, sells and profit.

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Appendices

St. Mary's University
School of Graduate Studies Faculty of Business
MBA Program

Questionnaires to be filled by the Customers

The purpose of this questionnaire is to collect information on the St. George Brewery Company's green marketing practice. The feedbacks from respondents will help to identify the existing gaps over green practice such as green production, green promotion, green pricing and green distribution. Dear respondent, I would like to assure you that the information you provide is used only for an academic purpose as the study is conducted as a partial fulfillment of the requirements of MBA degree. To this end, you are kindly requested to give your genuine opinions, comments and suggestions genuinely. You do not need to write your name. Thank you in advance!

Address: _____

Age: _____

Length of Time as Customer _____

Part I: General Instruction

Please give your response to all the questions by putting a tick mark (/) at the choice that best describes the question asked or by writing on the space provided:

		Very High	High	Low	Very Low
1	St. George Brewery Company green products availability				
2	St. George Brewery Company's discharges of environmental pollutant wastes towards the community				
3	St. George Brewery Company's releases of gases or smokes that endanger the environment and the local community				
4	Pro-environment promotion efforts/activities made by St. George Brewery Company				
5	St. George Brewery Company involvement in environment protections?				
7	St. George Brewery Company distribution system/using cars or other transportation means/ contribution to the pollution of the environment				
8	St. George Brewery Company's packaging contribution to the pollution of the environment				
9	St. George Brewery Company level of responsibility in environment protection				
10	Any product added or removed to produce eco-friendly products				
11	The level of commitment the company has to reduce carbon dioxide emission to the surrounding environment				
12	Amount of advertisement you watched promote sustainable policy /Green Marketing				
13	Level of clarity the company uses to communicate messages to promote environment protection				
14	Availability of practical training or campaign made to teach or train the customers towards green products/ environmental protection				
15	Any measures/price reduced or charged on the company products for the sake environmental protection				

16	Level of concern for environmental protection when the company products distribute				
17	Level of company's packaging of its products to environment pollution				
18	Level of concern for environmental protection while collecting its				
19	Level of commitment the company has to pass challenges for environment protection				
20	Engagement of the company in waste management after the product delivery/usage				
21	Level of commitment the company has to work with customers to reduce wastes that threaten the environment				
22	Any plan/promise communicated with regarding managing waste and protect the environment in the future				
23	Level of commitment to overcome challenges in waste management practices by the company to enhance environmental protection				

1. Do you have any suggestion for improvement to St. George Brewery Company in relations to environmental protection?

What do you expect from St. George Brewery Company in the future on the overall protection of the environment?

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**Interview Guide for an interview to be held with Local Authority of Lideta Kifle Ketma and
Local Community of Lideta Kifle Ketma found around St. George Brewery Company.**

1. What are the measures taken for green marketing in St. George Brewery Company?
 - a. Product
 - i. Is there any product added or removed to produce eco-friendly products?
 - ii. Is there any technology the company uses (waste reducing or waste? recycling) to produce eco-friendly products?
 - iii. What are the mechanisms the company uses to reduce carbon dioxide emission to the surrounding environment?
 - b. Promotion
 - i. Does the company advertisement promote sustainable policy /Green Marketing?
 - ii. What kind of method the company uses to communicate messages around green products?
 - iii. Is there any practical training or campaign made to teach or train the consumers towards green products
 - c. Price
 - i. What are the measures the company took toward products prices for the sake of green production/sustainable policy?
 - ii. Does the company charges reasonable price for its product if any?
 - d. Distribution
 - i. Does product distribution consider sustainable policy/green distribution?
 - ii. If the answer is yes, what are the methods the company uses to do so in warehousing, packaging, and transportation?
 - iii. What green practice is there in supply chain management?
2. What are major challenges for green marketing practices at St. George Brewery Company?
 - a. Product
 - i. What are the challenges the company faces in producing eco-friendly products?
 - ii. What kind of measures the company took to overcome those challenges if any?
 - b. Promotion

- i. What are the challenges the company face while promoting eco-friendly products if any?
- ii. What kinds of measures the company took to overcome those challenges if any?
- c. Distribution
 - i. What are the challenges the company face while distributing its products in eco-friendly way if any?
 - ii. What measures the company use to pass those challenges?
- 3. What do customers and the local community say towards green marketing practice of St. George Brewery Company?
 - a. Product
 - i. Do you think the company gives concern toward the community health and environment while producing its products?
 - ii. Does the company release environment pollutant wastes towards the community?
 - iii. Does the company release environment pollutant gases or smokes that endanger the environment and the local community?
 - b. Promotion
 - i. Have you experienced any pro-environment promotion activities made by St. George Brewery Company?
 - ii. If the answer is yes, do you think it has significant impact on environment protections?
 - c. Price
 - i. Do you think the company's green products are expensive?
 - ii. If the answers yes, does it make you not to buy these products?
 - d. Distribution
 - i. Do you think the company's distribution system/using cars or other transportation means/ of its products pollute the environment?
 - ii. Do you think company's distribution of its products related to its packaging has contribution to the pollution of the environment?