

TITLE

Challenges of Effective Marketing in the face of Increased
Environmental Demands:
A study in Environmental Marketing

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ABSTRACT

The study has its main focus on the physical environment of marketing. It aims at examining how marketers' activities exert negative impacts on the physical environment and identifying the major challenges that marketers face in this new era of environmental consciousness that sets agenda for their marketing operations.

In order to achieve the objectives of the study, a large chunk of literature was explored. The researcher relied on the questionnaires designed purposefully for the study, personal interviews, and exploratory readings of compiled works (manuals, journals, books, reports etc) for data used in the study.

Statistical analytical tools were used in the analysis of data. Those statistical tools include: tables, percentages, and charts.

Major findings of the study include:

- a. The study shows that the knowledge and awareness of environmental issues among marketers in Nigeria is generally high but the application of the knowledge to environmental problems is where more effort is needed.
- b. From the study, it was believed that environmental pollution is one single issue that challenges every marketer no matter the scope of activities.
- c. The study reveals lack of fund as one single constraint to effective response to environmental issues and problems in Nigeria.