

# Using the 6Ps of societal marketing to investigate the consumer awareness of green products in Polokwane, South Africa

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## ABSTRACT

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The purpose of this research paper is to use the 6Ps of societal marketing to investigate consumer awareness of green products in Polokwane, South Africa. A quantitative approach was followed in this study where the empirical investigation was carried out using a self-administered questionnaire. Primary data were collected from 410 respondents, to understand their awareness of green products. The 6Ps of societal marketing were used to construct a questionnaire that was distributed online, using different social media platforms. The findings indicate consumers' experiences with green products relative to the 6Ps of societal marketing. There is a concern that some consumers are unaware of green products and that green products are not easily accessible and are expensive. The study contributes to making practical recommendations to marketers on how they can improve the awareness of green products while considering the concept of societal marketing.

**Keywords:** Consumer awareness, green products, societal marketing, 6Ps.