
**Exploring the Effect of Green Marketing Strategies on Purchasing Decisions
in Nigeria's Fast-moving Consumer Goods Sector**

ABIODUN, Olumuyiwa¹, IYOBHEBHE, Itohan², OKUNDALAIYE, Henry³,

¹Management and International Business, Faculty of Business, Law and Social, Birmingham City University. Birmingham, United Kingdom.

²Department of Management, Faculty of Management Science, University of Lagos, Lagos state, Nigeria

³Department of Organizational Behaviour, Faculty of Management Science, University of Lagos, Lagos state, Nigeria

doi.org/10.51505/IJEBMR.2024.8105

URL: <https://doi.org/10.51505/IJEBMR.2024.8105>

Received: Dec 03, 2023

Accepted: Dec 12, 2023

Online Published: Jan 08, 2024

Abstract

The global rising consciousness for environmentally friendly products has increased since the advent of COVID-19 pandemic. In developing economies such as Nigeria there are still constraints as to adoption and integration of green orientation and approaches. The study investigated the effect of green marketing strategies on consumer purchasing decision in the fast-moving-consumer-goods (FMCG) industry in Nigeria based on insights gathered from consumers in selected areas of Lagos State. The study adopted a quantitative research approach based on survey research design to gather primary data from a sample of 400 respondents selected via judgmental and convenience sampling technique. The data was collected through a structured questionnaire and was analysed using descriptive statistics. The results of data analysis indicated that consumers do not experience cognitive dissonance/dissatisfaction with green FMCG products of their preferred organization. Also, when evaluating FMCG products for purchase purposes green pricing significantly influences consumers purchase decision. In addition, consumers do not experience cognitive dissonance/dissatisfaction with green FMCG promotion of their preferred organization. Finally, consumers consider purchasing environmentally friendly products because their distribution channels allow for returning empty containers for recycling and reuse. The study concluded that green marketing has a significant positive effect of on consumer purchasing decision in the FMCG industry in Nigeria. With respect to the outcomes and the conclusion of this study, it was proffered that green marketing should be seen and considered as a contemporary strategic marketing technique and tool, hence organizations and management should continue to develop ways that can improve their application of green orientation in all areas of their business and marketing.

Keywords: consumer behaviour, consumer purchasing decision, FMCG, green marketing, marketing, Nigeria.

1.1 Introduction

According to Veroni and Randika(2019) the fast moving consumer goods (FMCG) consists of everyday items that consumers purchase for their daily living, it entails products that are quick to use, high volume and low prices. It has become imperative for FMCG companies to give consumers the products that they need, as well as building consumer trust and loyalty (Veroni & Randika, 2019). The wide-spreadof COVID-19 has led to changes in consumer purchasing behaviour of shopping goods such as FMCG products, a lot of consumers have begun seeking out and hoarding food and hygiene products more often (Schmidt, Benke & Pane´-Farre, 2021).

There has also been rising consciousness among consumers for social and environmentally friendly products in the market, recognized as green consumer (Schmidt et al., 2021). Thus, leading most organizations to operate and work with the orientation of going green (Veroni & Randika, 2019). The concept of green marketing has become a topical issue in contemporary business and marketing environment, its relevance has increased in recent years based on the fact that it concerns all stakeholders from the business organizations to the general public (Ebhote & Izedonmi, 2021).

The American Marketing Association (2017) cited in Veroni and Randika (2019) explained that green marketing involves the product development and marketing of products that have reduced impact on environmental degradation as well as organizational response to solving environmental problems by manufacturing, promoting, packing and refinishing products that are environmentally friendly and sensitive. In essence green marketing is as a result of the increasing social and environmental awareness to protect available natural resources. This has led to consumers being more concerned as to how their purchase decisions impact on the social welfare and environment (Ebhote & Izedonmi, 2021; Ahmad, Ghazali, Abdullah, Nordin, Nasir & Farid, 2020).

Eneizan, Abd.Wahab, Zainon and Obaid (2016) mentioned that green marketing has been in existence since the 1990s, and there has been considerable growth in its activities over the decades. Green marketing involves integrating addressing environmental issues in the strategic marketing process (Eneizan et al., 2016). Although there has been relevant research as to environmental awareness and consciousness by consumers, there seems to be lack of concrete effort on the application of green marketing by contemporary organizations, especially along the route of influencing consumer purchasing behaviour and decision (Himani, 2020). From the context of developing economies like Nigeria, green marketing has been considered a herculean task, as it observed as not been fully incorporated and seen as seen as a gimmick rather than a business strategy, also the presence. (Azunwo, Nwachukwu& Eleke, 2020; Ebhote & Izedonmi, 2021).

Consumer purchasing behaviour is changing and evolving in the contemporary business environment, their consumption habits have been radically impacted by the COVID-19 pandemic (Sheth, 2020). Also, consumers are taking interest in protecting their environment wholeheartedly by becoming selective in choosing products through the lenses of eco-friendliness and green orientation (Himani, 2020; Schmidt et al., 2021). There is need for business organizations and marketers to focus on the characteristics of eco-friendly products,

promotions, pricing and place for consumer benefits. The concept of green or ecological marketing raises the ideology for business organizations to practice ethical and moral operations while dealing with consumers, dealers, suppliers and employees (Azunwo et al., 2020).

1.2 Importance of the Problem

Considerably several studies have been done in the areas of green marketing as it affects various organizational constructs (Delafrooz, Taleghani& Nouri 2014; Eneizan et al., 2016; Nagaraju& Thejaswini2016; Rahman,Barua Hoque & Zahir, 2017; Gunasekaran& Ramesh,2018; Veroni & Dulanthi Randika, 2019; Wolok,2019; Himani, 2020;Alabo & Anyasor, 2021; Azunwo et al., 2020; Silaban& Fadli,2021;Gelderman, Schijns, Lambrechts & Vijgen, 2021; Rahman& Nguyen-Viet, 2023;Nguyen-Viet,2023), however there appears to be limited studies on green marketing and consumer purchasing decisions in developing economies like Nigerian. Hence this study seeks to investigate the effect of green marketing on consumer purchasing decision of FMGC in Nigeria. The key research questions include

- i. To what extent is the effect of green products on consumer purchasing decisions for FMCG products?
- ii. What is the effect of green pricing on consumer purchasing decisions for FMCG products?
- iii. To what extent is the effect of green promotion on consumer purchasing decisions for FMCG products?
- iv. What is the effect of the green place (distribution) on consumer purchasing decisions for FMCG products?

1.3 Literature Review

Concept of Green Marketing

According to Dixon-Ogbechi (2019) green marketing was mentioned as one of the modern marketing philosophies and concepts, that channels marketing activities in a manner that seeks to protect the environment. Green marketing is the production and distribution of products to consumer who are mindful and conscious of their environmental impact while meeting their needs (Alabo & Anyasor, 2021). In other words, the concept of green marketing relates to processes and activities that entails the provision of environmentally friendly goods or services (Rex & Baumann, 2007 as cited in Alabo & Anyasor, 2021).

Green marketing involves organizational operations that tend to focus on change in products, manufacturing techniques, supply and distributions, as well as ensuring products meet the desires or needs of the customers (Alhamad, Junoh, Ahmad & Eneizan,2019). Green marketing can also be considered as a movement promoting green consumption by organizations in terms of reflecting responsible business operations towards the society, thereby minimizing business negative effects on the natural environment (Alhamad, Junoh, Ahmad & Eneizan, 2019; Rahman& Nguyen-Viet, 2023)

Iweama (2017) asserted thatgreen marketing has become relevant for developing economies like Nigeria that are facing environmental challenges such as water pollution, desertification, deforestation etc, hence making it holistic for environmental considerations to be integrated

across organizational stakeholders to go green. From the foregoing it can be deduced that, the task of defining the concept of green marketing is not easy based on the fact that it needs to consider diverse intersecting and contracting meanings (Iweama, 2017; Nguyen-Viet, 2023; Wang, Liu & Pérez, 2023).

Green Marketing Mix Elements

Silaban et al (2021) points out that the green marketing mix follows an environmentally friendly marketing process that is almost as similar to traditional marketing mix elements but places emphasis and importance on environmental protections and preservation. Purwanti, Abadi and Suyanto (2019) explained green marketing based on marketing mix elements 4Ps that reflect implementation of green values, standards, ethics and morals, which are based on environmental sustainability. In essence, green marketing is the application of the marketing mix elements individually in an ecologically and environmentally conscious way such that consumers can relate their purchasing behaviour to goods or services. Delafrooz, Taleghani and Nouri (2014) stated that green marketing tools that can elevate impact of the product, price, place and promotion on consumer purchasing include ecological labelling, ecological branding and environmental advertising.

The green marketing mix components and fundamentals investigated for this current study include green place, green product, green pricing, and green promotions, which are coined in line with the application of green orientation into the 4Ps of the marketing mix (Eneizan et al., 2016; Silaban et al., 2021; Gelderman et al., 2021; Alabo & Anyasor, 2021; Nguyen-Viet, 2023) as elaborated in the following sections:

Green Product

Green Product refers to products whose manufacturing and production are eco-friendly and have minimal damaging effect to the environment (Eneizan et al., 2016). This means that the raw materials, input items, processes and developments of such products are based on resources that can be preserved and recycled. Purwanti et al (2019) stated that green products are ecological products that put priority on the long term safety of user and the environment, green products are made through not wasting resources and do not involve cruelty to man or animal kind. Additionally, green product quality is measured based on the reflection of environmental features on the product. This because consumers decisions are influenced by the knowledge of green product qualities such as non-polluting materials, recyclability, high level energy saving and assurance of minimal negative impact in the environment (Gelderman et al., 2021) This argument is similarly put forward by Silaban et al (2021) in terms of the fact that green products should not harm humans or the environment in any way.

Green Price

Green Pricing relates to affordable pricing that captures value of preservation of the environment (Kotler & Armstrong, 2016). According to Silaban et al (2021) eco-friendly products are priced cheaper than conventional products based on the cost of the product lifecycle which can be elongated due to the recyclability and reusability of the product. The authors mentioned examples as regarding fuel efficient cars or products that do not have toxins. Gelderman et al (2021) argued other wise based on the assertion that green products can be pricier due to the

supplementary costs of environmental protection and the required cost of innovation. The authors however emphasized that consumers require price fairness based on their perception of environmental protection matching the high price. Consumers are considered less price sensitive to green products based on the belief that they are contributing to sustainable development (Gelderman et al., 2021) The process of going green is considered as high because of technology and machinery required. In reality the green pricing covers the economic and environmental costs of production and is captured in the final product price which makes pricing in a premium form (Eneizan et al., 2016). According to Purwanti et al (2019) consumers are willing to pay premium price for green products so far there is a perception of additional value in terms of the how the product is environmentally friendly.

Green Promotion

Green promotion involves marketing communication that instils eco-friendly language and information for green consumers (Kotler & Armstrong, 2016). According to Purwanti et al (2019) green promotion entails special sales promotion that endear consumers for eco-friendly products, this can be in the form of coupons, cash backs and special offers. Also, the use of green marketing advertising that promotes company image as environmentally responsible and promoting green lifestyle among consumers (Purwanti et al., 2021). In a similar line, Alabo and Anyasor (2021) explained green promotion in terms of provision of information, persuasion and reinforcement to consumers to purchase green product, it also relates to communication about environmentally friendly information about product to the target audience. From a strategic point of view, organizations use green promotion to communicate environmental benefits of using products, promoting environmental claims in product packaging, and publicising environmental efforts (Eneizan et al., 2016). It is very important to be deliberate in green promotion as it provides a bridge in the gap between the business organization and community in the form of public relations activities (Eneizan et al., 2016).

Green Place

Green place also known as distribution of green products was explained by Alabo and Anyasor (2021) as the selection of appropriate marketing channels that facilitate flow of goods or services in a manner that reduces environmental damages. Hence it relates to the management of transportation and logistics that minimizes emissions arising from movement of raw materials and finished products (Alabo & Anyasor, 2021). The distribution of green products needs to be done in a way that that integrates attractive display of recycling and environmental protectionism (Purwanti et al., 2019). Green distribution involves activities that are related to monitoring and enhancing environmental outcomes in the supply and demand chain (Purwanti et al., 2019). This means that, it has to do with partnering with marketing channels that can develop product reuse or disposal activities, as well as guaranteeing that customers are able to exchange or return recyclable items of purchases (Eneizan et al.,2016)

Concept of Consumer Purchasing Decisions

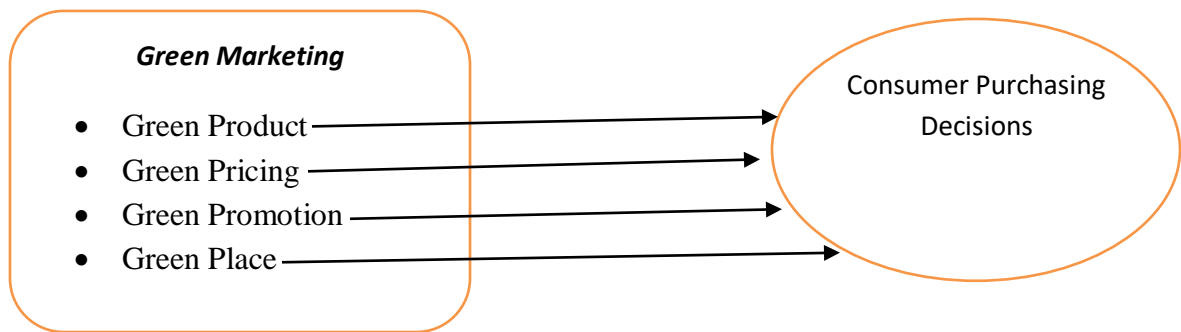
Kotler and Armstrong (2016) contended that a consumer's purchase decision is a reflection of their decisiveness during the purchasing process as well as the processes that precede and follow it. The dynamics and traits of consumer behaviour—including what they buy, how they buy, why

they buy, and how they use or dispose of what they buy—are essentially the foundation of consumer purchasing and buying decisions (Dixon-Ogbechi, 2019; Quang, 2021; Silaban et al. 2021). Consumers are known to be faced with myriads of determining factors in a purchasing decision state and it is essential for managers and marketers to know at every point how to influence consumer purchasing decision with the marketing mix elements of price, product, place and promotions (Wolok, 2019; Xue & Jo, 2023).

Framework of the Study

This study’s framework was derived from the green marketing mix components and fundamentals as the independent variable based on the investigation on consumer purchasing choice and decision. This was adopted from prior empirical studies such as Wolok (2019), Purwanti et al (2019), Alabor and Anyasor (2021), Silaban et al (2021), Gelderman et al (2021) and Nguyen-Viet, 2023. The framework is graphically articulated in the image below:

Figure 1: Conceptual Framework of this Study



Source: Researcher (2023) as adopted from Wolok (2019) as well as Alabor and Anyasor (2021).

Theoretical Framework

Institutional Theory

Institutional theory was developed by Meyer and Rowan (1970s) to give interpretation to how organizations fit with, are related to, and were shaped by their societal, state, national, and global environment. Pleasant, Pleasant and Boyer (2018) explain that the institutional theory presents the linkage between business organizations timing of greening strategies and business performance. Hence institutional theory posits that various concepts and constructs become institutionalized based on the degree to which they become standards and accepted practice (Pleasane et al., 2018). Institutional theory focuses on how external constraints that an organization experiences affect its policies, processes, and structure until the businesses within an organizational field appear to become highly similar without necessarily being related. The fundamental tenet of institutional theory is that, rather than being driven primarily by technical requirements for economic and financial outcomes, many organizational practices are frequently adopted and maintained as a result of social forces for legitimacy and conformity. This means that the decision to go green by most organizations is linked to the need to conform to societal and environmental protection (Wilardjo, 2016; Gelderman et al., 2021)

This theory is relevant because it explains how green orientation is integrated in organizational and marketing practices to become green marketing, whereby organizations begin to place importance for ecological and environmental needs of the individuals, groups and society at large.

Empirical Review of Related Literature

In a business-to-business setting, Gelderman et al. (2021) examined green marketing as an environmental exercise based on its effects on green consumer satisfaction and loyalty. The study was based on a quantitative approach to research. A simple random sampling procedure was used to obtain a sample of 148 respondents for the study based on carrying out a survey research method. A questionnaire was used to gather the data, which was then analyzed using correlation analysis and structural equation modelling. According to the survey, the most important factors influencing green customer satisfaction and loyalty were green product quality, green pricing, and corporate image.

Furthermore, Milan, Juhi, and Chellasamy (2021) conducted research to find out how green marketing functions and what impact it has on Indian consumers' purchase decisions. Based on an explanatory research design, the study employed both quantitative and qualitative research methods. 86 respondents were chosen at random and via convenience sampling procedure to make up the sample. A questionnaire was used to gather the data, and regression analysis was used to analyze it. The data used in this study also included qualitative category data, which illustrates customer traits and purchase patterns from interviews. The findings demonstrated that consumers' decisions are directly influenced by a product's impact on the environment. The study came to the conclusion that green marketing is now playing a more critical role in the shifting buying inclinations of Indian consumers.

In contrast, the observations of green marketing orientation among small and medium-sized (SMEs) with green approach to businesses were studied by Rajadurai, Zahari Esa, Bathmanathan, and Ishak (2021). The study was done among (SMEs) in Malaysia's building and energy sectors related to the variables of Green Marketing Orientation (GMO). The study employed a survey research methodology with a sample of 300 respondents collected by simple random sampling procedure. The data was obtained by means of questionnaire and analysis of the data was carried out using Heterotrait-Monotrait Ratio. The findings showed that proactive energy conservation, green supply chain management, and green marketing all improve consumer satisfaction. However, because they do not directly interact with customers, green strategic policy efforts and greening corporate processes have little effect on consumer satisfaction. Overall, it was found that green marketing helps Malaysian SMEs better serve their clients.

Also, Alabo and Anyasor (2021) investigated the relationship between green marketing and brewery sustainability in Nigeria. A descriptive survey approach was adopted and applied in the study, as well as convenience and purposive sampling technique were utilized to choose 324 participants for the sample. Primary data collected through structured questionnaires were used in the study. Multiple regression analysis, percentages, and frequency distributions were used for

effective data analysis and computations to assess the hypotheses. The study found a substantial and positive relationship between the sustainability of the breweries in South-East Nigeria and every facet of green marketing approach in organizational operations. However, it was identified to be a tedious task due to lack of orientation and infrastructure in the Nigerian business environment.

The brand image of an organization was used as a moderating factor in the study of Silaban et al(2021) on the impact of green marketing on purchasing decisions. The study was conducted at Pt. Sari Coffee Indonesia's Starbucks Focal Point Medan, and employed a descriptive and causal research design and was based on a quantitative research methodology. Convenience sampling was essentially used to choose 155 individuals for the sample. The findings showed that customer decisions were positively impacted by their perceptions towards green marketing. The findings also shown how positively brand image is quickly influenced by green marketing.

Finally, Ahmad, Ghazali, Abdullah, Nordin, Nasir and Farid (2020) evaluated the effect of green marketing on consumers' purchase behaviour based on empirical analysis. The study used a convenience sampling technique to pick a sample of 300 respondents for quantitative research in order to gather primary data using survey questionnaires. Regression analysis is the statistical method utilized in this investigation. The results of the data analysis show that eco-packaging and environmental advertising have a significant influence on consumer purchasing behaviour, while eco-labelling and eco-branding do not. According to the study's findings, consumers respond favorably to environmentally friendly goods that are attractively packaged and promoted.

2. Methods

2.1 Research Design

The survey research strategy was used in this study, the reason for using this research design was to adequately gather primary data from respondents based on their opinion on green marketing and purchasing decision for statistical analysis that can be analysed objectively and scientifically (Saunders, Lewis, & Thornhill, 2019).

2.2 Participants Characteristics

According to the Lagos state government's 2020 population estimate, the study population comprised of 32 million general consumers in Nigeria who were allocated from the country's largest state, Lagos. Still, a sample was employed for this study because the researcher might not adequately cover the whole population. This study used the Yamane (1967) formula to determine the sample size, which came to 400 respondents based on the requirement for acceptable representation and sampling.

2.3 Sampling Procedures

The sampling technique adopted for this study included multistage sampling, firstly, Judgemental sampling was used in selecting the geographical areas in Lagos state where FMCG products are marketed such as Yaba, Lagos Island and Oshodi in Lagos state. Secondly,

convenience sampling was used to select individual participants for the study from the selected FMCG markets in Lagos state.

2.4 Measures and Covariates

This study utilized primary data as the source of data because it allows for engagements with participants in an original manner to get first-hand information about the study variables (Kothari, 2018). The justification for using questionnaire is based on the fact that it allows for ease of objective analysis of information gathered from participants (Saunders et al., 2019)

Data analysis was examined, scrutinised and done by descriptive statistical techniques and tools such as means and standard deviations. The statistical program known as Statistical Packages for the Social Sciences (SPSS) was used to analyse the data based on the version 20.0.

3. Results

Using insights from the viewpoint of consumers in specific locations of Lagos state, the study examined the effect of green marketing on consumer purchase decisions in the FMCG sector in Nigeria. A total of 400 respondents were included in the study's sample, and 311 viable copies of the questionnaire—which had been sorted, edited, and coded for analysis—were distributed among the 400 copies of the questionnaire that were administered.

The data collected from the questionnaire was analysed according to the research questions by way of Likert scale statements with points given to each aspect of the scale ranging from 1 to 5, thereby generating means such as 4.45 and above pointing to the fact that respondents strongly agree, 3.45 to 4.44 implying that respondents agree, 2.45 to 3.44 meaning that respondents fairly agree, 1.45 to 2.44 pointing to the fact that respondents disagree, as well as below 1.45 implying that respondents strongly disagree.

Research Question 1 –To what extent is the effect of green products on consumer purchasing decisions?

Table 1: Means and standard deviation of the opinions of the respondents

VIEWS	MEAN	STD DEV
I seek out FMCG products that are environmentally friendly whenever I am in a market situation.	4.55	0.96
I consider purchasing environmentally friendly FMCG products over regular products.	4.50	0.81
When evaluating FMCG products for purchase purposes green product information significantly influence my purchase decision.	4.69	0.85
I do not experience cognitive dissonance/dissatisfaction with green FMCG products of my preferred organization.	4.90	0.33

Source: Field Survey 2023

Table 1 shows that respondents strongly agreed with the views that they seek out FMCG products that are environmentally friendly whenever they are in a market situation. This was represented with a mean of 4.55 and standard deviation of 0.96 respectively.

Furthermore, Table 1 respondents strongly agreed with the views that they consider purchasing environmentally friendly FMCG products over regular products. This was represented with a mean of 4.50 and standard deviation of 0.81 respectively.

Table 1 respondents strongly agreed with the views that when evaluating FMCG products for purchase purposes green product information significantly influence consumer purchase decision. This was represented with a mean of 4.69 and standard deviation of 0.85 respectively.

Finally, Table 1 respondents strongly agreed with the views that they do not experience cognitive dissonance/dissatisfaction with green FMCG products of their preferred organization. This was represented with a mean of 4.90 and standard deviation of 0.33 respectively.

Research Questions II –What is the effect of green pricing on consumer purchasing decisions?

Table 2: Means and standard deviation of the opinions of the respondents

VIEWS	MEAN	STD DEV
I seek out the pricing of FMCG products that are environmentally friendly whenever I am in a market situation.	4.39	0.71
I consider purchasing environmentally friendly FMCG products because of their pricing over regular products.	4.88	0.38
When evaluating FMCG products for purchase purposes green pricing significantly influence my purchase decision.	4.90	0.33
I do not experience cognitive dissonance/dissatisfaction with green FMCG product pricing of my preferred organization.	4.90	0.33

Source: Field Survey 2023

Table 2 shows that respondents agreed with the views that they seek out the pricing of FMCG products that are environmentally friendly whenever they are in a market situation. This was represented and specified with a mean of 4.39 and standard deviation of 0.71 respectively.

Furthermore Table 2 revealed that respondents strongly agreed with the views that they consider purchasing environmentally friendly FMCG products because of their pricing over regular products. This was represented with a mean of 4.88 and standard deviation of 0.38 respectively.

In addition, Table 2 indicated that respondents strongly agreed with the views that when evaluating FMCG products for purchase purposes green pricing significantly influence consumer

purchase decision. This was indicated with a mean of 4.90 and standard deviation of 0.33 respectively.

Finally, Table 2 indicated that respondents strongly agreed with the views that they do not experience cognitive dissonance/dissatisfaction with green FMCG product pricing of their preferred organization. This was indicated with a mean of 4.90 and standard deviation of 0.33 respectively.

Research Questions III- To what extent is the effect of green promotion on consumer purchasing decisions?

Table 3: Means and standard deviation of the opinions of the respondents

VIEWS	MEAN	STD DEV
I am attracted to the marketing communication of FMCG products that are environmentally friendly whenever I am in a market situation.	4.66	0.62
I consider purchasing environmentally friendly FMCG products because of they communicate preservation of life.	4.65	0.69
When evaluating FMCG products for purchase purposes green promotion significantly influence my purchase decision.	4.73	0.27
I do not experience cognitive dissonance/dissatisfaction with green FMCG promotion of my preferred organization.	4.90	0.33

Source: Field Survey, 2023

Table 3 shows that respondents strongly agreed with the views that they are attracted to the marketing communication of FMCG products that are environmentally friendly whenever they are in a market situation. This is represented with a mean of 4.66 and standard deviation of 0.62 respectively.

Furthermore, Table 3 shows that respondents strongly agreed with the views that they consider purchasing environmentally friendly FMCG products because of they communicate preservation of life. This is represented with a mean of 4.65 and standard deviation of 0.69 respectively.

Table 3 revealed that respondents strongly agreed with the view that when evaluating FMCG products for purchase purposes green promotion significantly influence consumer purchase decision. This is represented with a mean of 4.73 and standard deviation of 0.27 respectively.

Finally, Table 3 shows that respondents strongly agreed with the view that they do not experience cognitive dissonance/dissatisfaction with green FMCG promotion of their preferred organization. This is represented with a mean of 4.90 and standard deviation of 0.33 respectively.

Research Questions IV- What is the effect of green place (distribution) on consumer purchasing decisions?

Table 4: Means and standard deviation of the opinions of the respondents

VIEWS	MEAN	STD DEV
I seek out accessibility to FMCG products that are environmentally friendly whenever I am in a market situation.	4.51	0.59
I consider purchasing environmentally friendly products because of their distribution channels allow for returning empty containers for recycling and reusage.	4.65	0.69
When evaluating FMCG products for purchase purposes green place significantly influence my purchase decision.	4.02	0.77
I do not experience cognitive dissonance/dissatisfaction with green FMCG place of my preferred organization.	4.47	0.73

Source: Field Survey, 2023

Table 4 shows that respondents strongly agreed with the views that they seek out accessibility to FMCG products that are environmentally friendly whenever they are in a market situation. This is represented with a mean of 4.51 and standard deviation of 0.59 respectively.

Furthermore, Table 4 shows that respondents strongly agreed with the views that they consider purchasing environmentally friendly products because of their distribution channels allow for returning empty containers for recycling and reusage. This is represented with a mean of 4.65 and standard deviation of 0.69 respectively.

Table 4 revealed that respondents agreed with the view that when evaluating FMCG products for purchase purposes green place significantly influence consumer purchase decision. This is represented with a mean of 4.01 and standard deviation of 0.77 respectively.

Finally, Table 4 shows that respondents strongly agreed with the view that they do not experience cognitive dissonance/dissatisfaction with green FMCG place of their preferred organization. This is represented with a mean of 4.47 and standard deviation of 0.73 respectively.

4. Discussions, Conclusion and Recommendations

This study and research enquiry considered green marketing and consumer purchasing decision in the FMCG industry a developing economy like Nigeria. Based on the key research questions the study findings indicated that:

- i. Consumers do not experience cognitive dissonance/dissatisfaction with green FMCG products of their preferred organization. Also, when evaluating FMCG products for

- purchase purposes green product information significantly influence consumer purchase decision.
- ii. When evaluating FMCG products for purchase purposes green pricing significantly influences consumers purchase decision. Furthermore, they consider purchasing environmentally friendly FMCG products because of their pricing over regular products.
 - iii. Consumers do not experience cognitive dissonance/dissatisfaction with green FMCG promotion of my preferred organization. In addition, when evaluating FMCG products for purchase purposes green promotion significantly influences consumer purchase decision.
 - iv. Finally, consumers consider purchasing environmentally friendly products because of their distribution channels allow for returning empty containers for recycling and reuse. They also seek out accessibility to FMCG products that are environmentally friendly whenever they are in a market situation.

4.1 Conclusion

Based on the findings of the study it can be concluded that in a developing economy like Nigeria, green products have the most significant effect on consumer purchasing decision on FMCG products, followed by green promotion, green pricing and green place. Thus, the conclusion from this study is that green marketing strategies have a significant positive effect on consumer purchasing decision in the FMCG industry in Nigeria. It can be established from this study that developing economies such as Nigeria are becoming more aware of the concept of green marketing and its implication on the environment and society which is amply reflected on consumer purchasing decisions.

4.2 Recommendations

In light of the findings and conclusion the following recommendations are made:

- i) Green marketing should be seen and considered as a strategic marketing tool that can be used to tap into market potentials in the target market thus organizations and management should continue to develop ways that can improve their application of green orientation in all areas of their business and marketing.
- ii) Organizations in FMCG industry should use green marketing to establish customer value proposition through the effective integration of the core marketing components and fundamentals (product, price, place and promotion) in order to give competitive advantage.
- iii) Finally, organizations and management in FMCG industry should integrate green marketing to the extent that creates an avenue for constant feedback from customers for continuous improvement.

4.3 Contribution to Theory and Practice

The findings and outcomes in this investigation contribute to knowledge in providing insights on the extent of the awareness, consciousness and adoption of green marketing strategies, as it affects consumer purchasing decisions for FMCG products in Nigeria. The study made

theoretical, methodological and practical contributions to green marketing strategy literature in the FMCG industry in Nigeria by providing insight and useful ideas on the fact that consumer purchasing decisions are reliant on institutional theory, that is affected by consciousness of green orientation to business and marketing leading to eco-friendly products. In addition, this study has implication and contribution for practice in terms of enlightening to managers, marketers, policy makers and major stakeholders on the importance of green orientation as well as how to utilize and maximize green marketing approach to achieve organizational performance of consistent consumer patronage.

4.4 Limitations of the Study and Suggestions for Further Studies

This study was limited to survey method based on judgemental sampling of consumers in selected areas in Lagos state considering green marketing and consumer purchasing decisions of FMCG products in Nigeria. Thus, additional research is recommended in the following areas: first and foremost, further research may be done to find out how other components of a green marketing strategy affect the decisions made by consumers.

Since this study employed a quantitative research approach, it is possible to do follow-up research using a qualitative or mixed research approach, which include focus groups, interviews, and observational data.

Since the research was centred on the FMCG sector, more research is suggested to determine how green marketing influences consumer choice and decisions to buy in other businesses and sectors, including manufacturing, banking and financial services, telecommunications, just to mention a few

References

- Acee-Eke. B. C., & Ikegwuru, M. (2020). Green marketing and sustainable development: an empirical study of local government areas in Rivers state of Nigeria. *Global Scientific Journals*. 8(4), 1089 -1103.
- Ahmad, N., Ghazali, N., Abdullah, M. F., Nordin, R., & Nasir, I. N. M. & Farid, N. A. M. (2020). Green marketing and its effect on consumers' purchase behaviour: An Empirical Analysis. *Journal of International Business, Economics and Entrepreneurship*, 5(2), 46-57.
- Ajike, E. O., Amos, N. B. & Kabuoh, M. N. (2015). Green marketing: a tool for achieving sustainable development in Nigeria. *International Journal of Advanced Research in Statistics, Management and Finance*. 3(1),1-14.
- Alabo, R. L. & Anyasor, O. M. (2021). Green marketing and sustainability of breweries in Nigeria. *European Journal of Business and Innovation Research*. 9(1),1-30.
- Alhamad, A. M., Junoh, M. Z. B., Ahmad, T. S. T., & Eneizan, B. (2019). Green marketing strategies: Theoretical approach. *American Journal of Economics and Business Management*. 2(2), 78-97.
- Amir, M., & Dhyani, A. (2018). Sustainable green marketing practices enhance competitive advantage in Indian FMCG sector. *International Journal of Management, Technology and Engineering*.8(6),2003 -2016

- Azunwo, A. A., Nwachukwu, P. I., & Eleke, E. M (2020). Green marketing practices and organizational sustainability in corporate firms in Rivers State. *International Journal of Research and Innovation in Social Science*.4(7), 569-574.
- Bryman, A., & Bell, E. (2015) *Business research methods* (4th edition). Oxford: Oxford University Press.
- Delafrooz N, Taleghani M, Nouri B. (2014). Effect of green marketing on consumer purchase behavior, *QScience Connect:A Qatar Foundation Academic Journal*.5, 1-9.
- Dixon-Ogbechi, B.N. (2019). *The fundamentals of business policy and strategy with Q/A*. Lagos: Philglad Nigeria.
- Ebhote, O., & Izedonmi, F. O. I. (2021). Green marketing practices in Nigeria: Challenges and prospect. *Nigerian Journal of Business Administration*. 15(1 & 2),112-125
- Eneizan, B. M., Abd.Wahab, K., Zainon M.S., Obaid, F. T. (2016). Effects of green marketing strategy on the financial and non-financial performance of firms: a conceptual paper. *Arabian Journal of Business and Management Review*. 5(12), 14-28.
- Eneizan, B. M., Wahab, K. A., Zainon M. S., & Obaid, T. F. (2016). Prior research on green marketing and green marketing strategy: critical analysis. *Singaporean Journal of Business Economics, And Management Studies*, 5(5), 1-19.
- Enidom, T. H. & Anyasor, O. M. (2020). Effect of green advertising on postgraduate students' purchasing pattern in Nnamdi Azikiwe University. *Academic Scholars Publishing League (ASPL) International Journal of Management Sciences*. 8(6), 01 – 16
- Gelderman, C. J. Schijns, J., Lambrechts, J., & Vijgen, S. (2021). Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a business-to-business context. *Wiley Research Article on Business Strategy and the Environment*. 30, 2061–2076.
- Gunasekaran, N & Ramesh, R. (2018). Consumer attitude for eco-friendly products in FMCG sector with special reference to Salem Region. *Shanlax International Journals of Commerce*, vol. 6(S1), 294–300.
- Himani, A. (2020). Factors affecting consumer's behaviour towards green products and green marketing – A Study of Haryana. *SSRG International Journal of Economics and Management Studies*, 7(2),18-25,
- International Fast Moving Consumer Goods/Consumer Packaged Goods Report. (2021). Consumer goods in crises. Retrieved from: <https://yougov.co.uk/topics/health/articles-reports/2021/04/09/International-FMCG-CPG-Report-2021>. Accessed on 10 May 2023
- Iweama, V. O. (2017). Implications of green marketing for a developing economy. *Journal of Contemporary Marketing*. 1(1), 1-12
- Joshi, Y. & Rahman, Z. (2015) Factors affecting green purchase behaviour and future research directions. *International Strategic Management Review* 3, 128–143
- Lagos state government (2020). About Lagos. Retrieved from: <https://lagosstate.gov.ng/>. Accessed on 10 September 2023

- Kalafatis, S. P., Pollard, M., East, R., Tsogas, M. H. (1999). Green marketing and Ajzen's theory of planned behaviour: a cross-market examination. *Journal of Consumer Marketing*, 16(5), 441-460
- Milan. B., Juhi, A., & Chellasamy, A. (2021). An investigative study on the role of green marketing and its influence on Indian consumer's purchasing behavior. *International Journal of Research and Review*, 8(3) 477 – 490.
- Morel, M. & Kwakye, F. (2012). Green marketing: Consumers' attitude eco-friendly products and purchase intention in the fast moving consumer goods (FMCG) sector. *Master Thesis Umea School of Business*. 1-57.
- Nagaraju, B., & Thejaswini H. D. (2016). A study on consumer attitude towards eco-friendly FMCG products with reference to Hubli City in Karnataka. *IOSR Journal of Business and Management*. 18, (11) 58-63.
- Nguyen-Viet, B. (2023). The impact of green marketing mix elements on green customer based brand equity in an emerging market. *Asia-Pacific Journal of Business Administration*, 15(1), 96-116.
- Quang, H. L. E. (2021). Factors affecting consumer purchasing behavior: A green marketing perspective in Vietnam. *Journal of Asian Finance, Economics and Business*. 8(5) 433-444
- Pleasant, J., Pleasant, K., & Boyer, L. (2018). Institutional theory of green marketing strategies in a workplace environment. *The Journal of Business and Economic Issues*. 1-18
- Purwanti, I., Abadi, M. D. & Suyanto, U. Y. (2019). Green marketing: strategy for gaining sustainable competitive advantage in industry 4.0. *Management Business*.9(2), 177-194.
- Rahman, A. S. M. A., Barua, A., Hoque, R. & Zahir, R. (2017). Influence of green marketing on consumer behavior: A realistic study on Bangladesh. *Global Journal of Management and Business Research: E Marketing*. 17 (1), 9-18
- Rahman, S. U., & Nguyen-Viet, B. (2023). Towards sustainable development: Coupling green marketing strategies and consumer perceptions in addressing greenwashing. *Business Strategy and the Environment*, 32(4), 2420-2433.
- Rajadurai, J., Zahari, A., Esa, E., Bathmanathan, V. & Ishak, N. A. M. (2021). Investigating green marketing orientation practices among green small and medium enterprises. *Journal of Asian Finance, Economics and Business* 8(1), 407–417.
- Saunders, M., Lewis, P. & Thornhill, A. (2014) *Research methods for business students*. (5th ed.). Edinburgh Gate Harlow Essex Pearson Education Limited
- Schmidt S, Benke C., & Pane´-Farre´ C. A. (2021) Purchasing under threat: Changes in shopping patterns during the COVID-19 pandemic. *PLoS ONE* 16(6), 1-15
- Sheth, J. (2020). Impact of Covid-19 on consumer behavior: Will the old habits return or die? *Journal of Business Research*.117.280–283.
- Silaban, S. A. SInulingga, S., & Fadli, M. (2021). The effect of green marketing on purchase decisions and brand image as intervening variables (Case Study at: Pt. Sari Coffee Indonesia - Starbucks Focal Point Medan). *International Journal of Research and Review*, 8(1), 159 -169

- Singh, K. P. (2014). Managing green purchase intention: A Theoretical Framework. *International Journal of Engineering Research & Technology*. 3 (11),409-417.
- Veroni, F. & Dulanthi Randika, D. (2019). The role of green marketing and how it effects on consumers in FMCG sector. *Journal of Business Management*, 1-5.
- Wang, S., Liu, M. T., & Pérez, A. (2023). A bibliometric analysis of green marketing in marketing and related fields: From 1991 to 2021. *Asia Pacific Journal of Marketing and Logistics*, 35(8), 1857-1882.
- Wilardjo, S. B. (2016). Theories and success stories of green marketing. *Journal of Unimus*.1-20.
- Wolok, T. (2019). Analysis of the effect of green marketing on consumer purchasing decisions on the body shop Gorontalo product. *International Journal of Applied Business & International Management*, 4(2),1-12
- Xue, P., & Jo, W. (2023). Investigating consumer purchase decision based on switching barriers and decision postponement: moderating role of time pressure. *Journal of Hospitality and Tourism Insights*