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GREEN MARKETING AND CONSUMER GREEN PURCHASE BEHAVIOUR: EMPIRICAL EVIDENCE FROM FAST MOVING CONSUMER GOODS (FMCGS)

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ABSTRACT

Environmental challenges consequent on green orientation deficits have posed so many constraints globally to individuals, enterprises and even governments of nations in the 21st century. This has provoked many studies focused to determine Green effects on businesses especially the marketing environment. The study focused to determine the impact of green marketing on consumer purchase behavior. The study made use of survey research design with a sample size of 301 consumers of fast moving consumer goods of manufacturing firms in Lagos State, Nigeria. Statistical analyses were done using correlation as well as multiple regression analytical tools. The findings show that green awareness, green packaging, and green pricing have significant and positive effect on level of consumers' green purchase behaviour while green promotion has no significant effects. These imply that consumers are becoming more aware about environment-friendly products and feel that these products are safe and secure for use due to the ever increasing waste generation. It was concluded that many consumers that are known to be green purchasers know the significance of the environment on their well-being; hence they are influenced by the green ethos. It was recommended that corporations should demonstrate genuine corporate commitment to sustainability of greenness to lead the way for consumers to follow. Firms should raise consumer awareness of sustainability and clearly explain company's green policy to consumers. They should integrate consumers in sustainability programs, build, refine, and grow sustainability platforms with consumer input and consultation. The need to partner with consumers on green sustainability efforts and strategies etc. was also suggested

Keywords: Green marketing, greenness, purchase behavior, marketing environment, green sustainability

INTRODUCTION

In recent times, environmental protection has engaged more and more people's attention in national and global businesses dealings. Hence forward looking companies allude to policies of Green Marketing and its ethos as a vital marketing strategy to sustain

profitability and remain competitive in business. They make use of environmentally safe advertisements, eco-brand and eco-label to awaken people's consciousness and awareness of benefits of purchasing and consuming green products (Rahim & Douglas, 2012). In this regard environmental and consumer health issues and associated risks are some of the much talked about issues in domestic and global business dealing considered climate and people friendly (Gupta, Singh & Thalkur, 2013). Very many people are now aware of the common threats non-biodegradable and expired(toxic) products pose when consumers discard used products into the environment. Some of the consequences include global warming, pollution, toxic emissions, ozone layer depletion, scarcity of natural resources etc. Successful marketing efforts now focus on identifying trends and positioning products and services targeted to appeal to the consumers in particular and the world in general (Maheshwari, 2014).

Companies in recent times try to make consumers aware about the benefits of going green. The use of Eco-labels, Eco-brands and environmental advertising are now new green marketing techniques adopted by marketers to relate more with their market segments to guarantee safer products and continued transaction. Thus green marketing techniques perform a crucial role in moulding the mind of consumers and making them purchase green products (Maheshwari, 2014). It is the opinion of Ginsberg and Bloom, (2004) that marketing strategies should be framed according to the market and the consumer concern for the environment as single marketing strategy would not be suitable for all the firms, markets and consumers.

Historically Green marketing as a concept was first discussed in a seminar on Ecological Marketing organized by American Marketing Association (AMA) as far back as 1975. The proceedings of this seminar resulted in one of the first books in green marketing entitled Ecological Marketing written by Henion and Kinnear in 1976. The (AMA) seminar attempted to bring together academics, practitioners, bureaucrats, and policy makers to examine green marketing and its impact on the natural environment.

According to Peattie (2001) the evolution of green marketing has three phases. The first phase is termed as Ecological green marketing- during this period all marketing activities were focused to solve environmental challenges and provide remedies for environmental problems. The second phase was Environmental green marketing- the focus shifted to clean technology that consist of designing innovative new products which take care of pollution and waste issues. The third phase is the Sustainability green marketing(current) which came into prominence in the later 1990s and early 2000. This study aims to review green marketing and its impact on customers and their buying behavior. The Nigerian business environment has been constrained severely: high level of air pollution, ignorance, refuse dumps, unhealthy water supply, industrial noises, unsafe products, etc. Companies in Nigeria need to adopt different strategies to encourage green behavior to achieve sustainable development.

Fallouts of several discourses in seminars and global summits on environmental challenges from industrial economies and the products they manufacture over the years have given zest to the viral development of greenness and need to think and act green. Due to growing environmental problems and its adverse effects on physical and mental health of consumers a lot needs to be done in advocacy for ethos of greenness (Yaacob & Zakaria, 2011). The need to create awareness in consumers in this part of the world cannot be

overemphasized in this regard. Hence the touted components of green marketing such as green awareness, green packaging, green pricing and green-product promotion are given empirical examination in this study with regards to fast moving consumer goods (FMCGs). The purpose is to determine their impact on consumer purchase behavior in the Nigerian business environment. This is the focus of this study.

Research Questions

The following research questions are formulated to guide the study.

1. What is the nature of relationship existing between green marketing predictors and consumers' purchase behaviour?
2. What impact does the factors of green awareness, green packaging, green pricing and green promotions have on consumer purchase behaviour?

The below stated conjecture were stated to empirically test and provide answers to the above study questions.

HO₁: *There is no significant relationship between green marketing predictors and consumers' purchase behaviour*

HO₂: *The factors of green awareness, green packaging, green pricing and green promotion have no influence on consumers purchase behavior*

This study is significant because its outcome will lead to evolution of policies that can shape the direction of green campaign and policy actions of enterprises gone or going green. It will also add additional operational impetus to regulatory bodies like CPA (Consumer Protection Agency), SON (Standard Organization of Nigeria) etc on new regulatory guidelines that can promote greenness of goods/services that are environmentally safe and friendly.

LITERATURE REVIEW

The promotion of greenness and its philosophy has helped to start the Green Revolution and to prevent damage to the environment (Rahbar, & Abdul, 2011). Therefore, a major challenge for mankind in the new millennium is to find equitable and sustainable production process to sustain healthy human and plant life (Peattie & Crane, 2005). The response to environmental concerns of consumers is the balancing and aligning enterprise opportunities with environmental laws, and its effect on a growing number of companies. It now requires them to design and create environmentally friendly programs and production processes. (Gadenne, Sharma, Kerr & Smith, 2011). Green marketing connotes the process of selling products based on their environmental benefits and safety. The public tends to be skeptical of green claims; companies and their activities can damage their brands and their sales if a green claim is found to be false by a company's other products or even rivals. Presenting a product or service as green when it's not is called *green washing* (Babita, 2013). *Green cleaning* is all about using products that are safe and healthy for the environment and about employing eco-friendly cleaning practices like reducing water usage and wastage etc. It is also about using products from conscientious firms with sustainable business practices. Greenness is a general term that means products and practices that are organic, sustainable and/or otherwise environmentally friendly (Babita, 2013).

Green marketing is the marketing of products which are safe for the environment and also for the consumers as a whole. It includes a wide range of activities: changes in the production process, changes in the product itself, changes in the packaging, changes in labeling and changes in promotions. The process and practice of Green Marketing is about making products and services that are measured on the basis of environmental benefits that they give. Therefore any product or service which itself is environmentally friendly or is produced or packaged in such ways can be termed as *Green*. Aside from green practices, certain variables of greenness implicated in the study questions are perused in the literature from studies reviewed below.

Green Products

In general, a green product is referred to as an ecological product or environmental friendly product (Manjunath, 2013). A Green product is the product that will not pollute the earth or deplete natural resources, and can be conserved. It is a product that has more environmentally sound content or packaging in reducing the negative environmental effect. In other words, green product means product that incorporates the techniques in recycling or with recycled content, reduced, packaged or using less toxic materials to reduce the influence on the physical environment. Awan, Abdul, and Muhammad, (2015) in their study discovered that consumers were becoming more concerned about their everyday habits of product usage and the effect on the environment. The result of this is that some of the customers translated their environmental concern into actively purchasing green products and are committed to it. According to them a product can be considered green if it: conserves water and energy; prevents contributions to air, water and land pollution; protects indoor air quality; use renewable responsibly sourced materials; produces little environmental impact; is manufactured in an environmentally conscious way; using one's own bag rather than a plastic carrier provided by a shop; green products are grown originally and have natural elements; green products are ecological, reusable, and biodegradable; green products neither harm nor pollute environment; green products are not harmful to animals; green products are not a threat to the health of human being and animals; green products are not harmful when it is produced or disposed. Its production and disposal is safe and efficient; and green products are not contributing to unnecessary waste in its use and packaging.

Green Packaging

Globally, packaging is one area where firms are faced with issues of social responsibility which includes concern about the function of packaging in pollution, global warming and resource use, etc. The case of spray cans for which scientist discovered harmful chemicals used in producing them were harmful to the earth's atmosphere which firms scrambled to find alternatives is a clear prove of the negative impact packaging materials can have on the environment. The use of plastic was assumed perfect packaging material until recently. It has become a global challenge in that discarded plastics do not decay.

In the quest for eco-friendly packaging, some companies like McDonalds that changed its plastic packaging with waxed paper, Coca-Cola, Teta Group of Companies, HLL, Colgate Palm Olive, etc have not only modified their packaging to reduce its negative influence on the environment but have also invested huge amount of money in various recycling activities. Packaging of green products can easily win over the customers to buy green

products. This is supported by Rahim and Douglas (2012).study. According to them, it takes only few seconds for labels and packages to catch the consumer's eyes.

Green Pricing

Price is the monetary worth of a product at which it can be given in exchange (Kotler & Keller, 2012).If the price of a green product is kept lower, the consumers will be encouraged to buy the green product(Boztepe, 2012).If the product have relatively high price elasticity, it will be beneficial for manufacturers of green products to keep the prices lower than substitutes. A survey by Grail Research, 2009 in U.S.A. shows that consumers who never bought green products perceived green products too expensive and so donot buy them. A year later, same survey reveals that price is the most important factor and it is the main reason for not buying the green products. A positive and significant relationship is found between the price and green buying behaviour of consumers (Boztepe, 2012). Maheshwari, (2014) revealed that green marketing conscious consumers would be eager to pay extra cost for the products that do not harm the environment. There are many consumers who would pay extra premium in the purchase green products. Contrastingly, a study by Meghna and Prachi (2016) reveals that consumers are not willing to pay extra price for green products. The level of willingness in the purchase of green products exhibited by India consumers is low in the India business environment. This suggests that India marketers should evolve strategies for cutting cost Perceived product price is one of the factors impacting the consumers buying behaviour (D'Souza et al. 2007).

Green Promotion

By green promotion we mean products that are promoted to be both health and environmentally friendly. It aims to create an image of environment friendly company in the eyes of consumers and also to create awareness about the green products. The promotional tools like public relations, advertising, and sales promotion, etc., are used to achieve the goal. Meghna and Prachi (2016) found in a study conducted on 3,690 people that women tend to be more skeptical about advertising green products than men who are indifferent and it does not influence their purchase behavior. A study by Major and Gnanapandithan, (2013) revealed a positive attitude of consumers towards green promotions and their minds are affected by the promotions for green products. The outcome of the study affirmed earlier studies by Norm, Douglas, Cerf and Krishnan (2011). In a study on 238 students Sahakian and Wilhite (2014) conclude that majority (96%) of the respondents agree that they will be more inclined towards green promotions. Promotional campaigns that are directed to protect the environment are more preferable. In another study, 63.2% of the respondents believed that in the buying process the effects of green promotion is high while for 36.8% of respondents think it is medium. From all of these studies, it can be concluded that promoting green products have positive effect on consumer buying behaviour in a positive fashion.

Consumergreen Purchase Behaviour

Consumer green buying behavior is the consumer's attitudes, intentions, preferences, and decisions regarding the consumer's behaviour when purchasing a product or service considered to be environmentally friendly. The study of consumer behaviour is centered on all aspects of purchasing and consumption behavior as well as all persons involved in purchasing and consumption activities. Some consumer purchase decisions involve long, detailed processes that include extensive information search to select between competing

alternatives (Kotler & Keller, 2012; Keller, 2013). Other purchase decisions, such as impulse buying, are made almost instantaneously with little or no investment of time or effort in information search. Consumers evaluate alternatives in terms of the functional and psycho-social benefits offered (Awana, & Muhammad 2015). Functional benefits are the tangible results that can be experienced by the consumer such as taste or appearance. Psycho-social advantages are the more abstract outcomes such as the social currency that might accrue from wearing an expensive suit or driving a 'hot' car. Brand image is a significant psycho-social attribute. Kotler and Keller (2012) aver that the consumer applies certain beliefs to a given brand. The consumer's beliefs system may differ depending on the consumer's prior experience and the impacts of selective perception, distortion and retention.

Once the alternatives have been evaluated, the consumer is ready to make a purchase decision. Though sometimes purchase intention may not translate into an actual purchase, the extent to which purchase intentions result in actual sales is called sales conversion rate (Chan, Hongwei, & Wang, 2012). Firms use a variety of strategies to improve conversion rates. The provision of payment terms can encourage purchase. Sales promotions such as the opportunity to receive a premium or enter a competition may provide a reward to buy now rather than later. Advertising messages with a strong call-to-action are yet another device used to convert customers. A call-to-action might include an offer that is only available for a limited time (for instance statements like: 'Offer expires soon'; 'Limited stocks available', etc.) or a special deal usually accompanied by a time constraint (for instance, statements like: 'Order before midnight to receive a free gift with your order'; 'Two for the price of one for first 50 callers only, etc.'). The key is to provide consumers with compelling purpose to purchase promptly rather than defer purchase decisions.

Purchasing behaviour is also affected by a range of psychological, demographic and personality components such as demographics, psychographics (lifestyle), personality, environment, motivation, knowledge, attitudes, beliefs, feelings and prior experience with the category or brand. Psychological components include an individual's motivation, attitudes and beliefs, while personal components include income level, personality, age, occupation and lifestyle. The consumer's underlying motivation drives actions, including information search and the purchase decision.

Concepts and Dimensions of Green Marketing

Several concepts have evolved in recent times to add depth to the study of green marketing and green ethos. Meghna and Prachi, (2016) identify these to include: eco-labeling, eco-branding, and environmental advertising.

Eco-Labeling: Eco-labels are one of the important techniques of green marketing. They are part of packaging and they can be in the form of a piece of paper or any diagram. Labels provide knowledge about the brand and many more information. Labels play two important functions: information function and a value function (Delafrouz, Sharifah, Samsinar & Ali 2014). Eco-labels are very useful for consumers as they provide knowledge about how the product is made and so consumers can take a decision whether to buy the product or not. It helps consumers to identify environment friendly products. In a study, Meghna and Prachi (2016) found that 43% of respondents believe that eco-labeled products are good for the environment and the same percentage of respondents think that they are good for both health and environment. Only 2% of respondents confirm eco-labels means nothing to them. This shows that eco-labels are effective in influencing consumers purchase. And in the

same study, it was found 56% of respondents are willing to pay more for green products. As many as 73% respondents believe in the credibility of eco-labeled products. There are some studies which show the linkages between the eco-labeling and the consumer's intention to buy the eco-friendly products. Also Delafronz *et al* (2014) found a positive relationship between eco-labels and intention of consumers to purchase eco-friendly products.

Eco-Brands: "Eco-brand" also known as environmental branding or green branding are names, terms, signs, and symbol used to declare the firm's environmental performance that is practiced extensively. Eco- Brands can also be referred to as brands that conform to environmental needs of the people, as against Eco-labels which are labeling systems for food and consumer products. A brand can be seen as a name, term, sign, symbol, or design or the mixture, intended to identify the products and services of one seller or group of sellers and to distinguish them from that of a competitor (Hargreaves, 2011; American Marketing Association, 2015). In the same way, Eco-brand serves the reason of differentiating a brand on the basis of its environmental benefits. Eco-brand makes a product different from other products and makes it more identifiable among the thousands of varieties of products. A green and non-green product can be easily differentiated on the basis of an eco-brand. A study on online consumers by Neilsen (2014) reveals that globally 55% of consumers are willing to pay more for services and products that are environmentally and socially responsible. It further reveals that inclination towards eco-brands is highest in Asia-Pacific (64%), followed by Latin America with (63%) and Middle East (63%). With the survey done in 60 countries the Neilson Global Survey found that 52% of respondents agree that in the last six months they have purchased at least one product from eco-branded company. Further they found that most of the respondents first check the eco-labels before checking the eco-brand.

Environmental Awareness: Due to ever increasing waste generation, consumers and producers are becoming more alarmed about environment-friendly products and feel that these products are safe and secure for use (Elham, & Nabsiahw, 2011). Through advertisements of green products corporate firms attempt to produce a positive picture in the mind of their clients (Awan, Abdul and Muhammad, 2015). Environmentally focused organizations use green advertising as a viable tool to push in purchaser (Ginsberg and Bloom, 2004). Numerous customers known as green purchasers who know the significance of environmental wellbeing by developing utilization of green products attest to the benefits of green practices in all ramifications (Elham, & Nabsiahw (2011). Carlson maintains that the publicizing of green items raised their demand changes buying behavior of consumers (Major & Gnanapandithan 2013). A purchaser comprehends the validity of a firm through its green item creation (Yazdanifard, 2014). There is an assumption that the interest in ecologically well-disposed merchandise items is expanding everywhere throughout the world (Sahakian & Wilhite 2014). The group who need to buy the green product is willing to pay more for a green item in premium cost (Cronin, 2011). Organizations outline environmentally friendly products and target those customers that will be able to pay more for these green products (Yazdanifard, 2014). Numerous client objections for high prices of green products and some client overlooks to purchase green item because of its high cost (Manjunath, 2013). It is seen by prior exploration in the business sector that females were more worried about the environment as compared to male.

Environmental Sustainability: Sustainability is the cornerstone of the green marketing philosophy. A sustainable method to consumption and production consist of enjoying a standard of living today which is not at the expense of the standard of living that can be enjoyed by future generations (Meghna & Prachi, 2016). Chen and Chang (2012) maintain that sustainability is at the nucleus of the green marketing philosophy. Okada and Mais (2010) observed that the proactive components of green marketing are being abandoned in favour of a responsive attitude and environmental issues are converted from a societal challenge into a marketing problem. Consumers are also depicted as playing a major function in environmental sustainability since they can exert considerable pressures and demand goals of sustainability or environmental performance from businesses (Perry & Singh, 2002; Meghna & Prachi, 2016). Incorporating a green strategy into firm's overall vision is one of the world's biggest challenges. This entails making green marketing practice an integral part of the firm's values and fundamental beliefs; bringing the overall focus of companies to triple bottom line of people, planet, and profit for the greater good of the environment as against profit maximization philosophy of companies. They should be encouraged to use more of natural, recycled or renewable materials to produce their product (Chan, 2013). Talking about sustainability, organization's effect on the consumers and environment in which it operates and consciously adopts sustainable practices throughout every element of its business must be given kin consideration. Companies consciously observe and reduce their carbon footprint, actively examining the carbon life cycle of their products/production activities as this will aid the actualization of sustainability goal; reducing negative environmental effect and improving livelihoods. Sustainability should be made a cornerstone of every company working to help protect consumer health and the environment. A good instance of environmental sustainability company is the General Electric; it is noteworthy for its pledge to double its investments in the research and development of environmentally friendlier technologies. This has so far cost \$700million in 2004 to \$1.5billion in 2010. General Electric has been consistently named among the ten of global 100 most sustainable corporations.

Researchers in several business studies (Elham, and Nabsiahw, 2011; Fariddeddin, Morteza, and Azam, 2013) have convincingly urged that environmentally responsible strategies can contribute to competitive advantage and superior financial performance while debates on ecological conservation and environmental practices within marketing have raged for over three decades, much of the focus has been on identifying and targeting the environmentally – conscious consumers.

METHODOLOGY

The method employed to drive this study is the survey design. It is primary data driven in its response to questions via a questionnaire. The sampling technique adopted is randomization to give equal chance to respondents.

Population of the Study: The population used in this study consists of employees of the selected manufacturing firms in Lagos State Nigeria, and is presented thus in the table below:

Table 1: Population of selected manufacturing firms' staffs in Lagos state

S/N	Manufacturing Firms	No of Employees
1	Chi Limited	85
2	Dufil Prima Foods	79
3	Flour Mills Nigeria	84
4	Johnson Wax Nigeria Limited	78
5	Nestle Nigeria Plc	72
6	PZ Cussons	82
7	Unilever Nigeria	84
8	Lever Brothers Plc	75
9	7up Bottling Company Plc	78
10	AG LeventisPlc	74
11	Nigeria Bottling Co.Plc	85
12	Crown Drinks Ltd	84
Total		960

Source: Human Resources Department of Manufacturing Firms.

Procedurally the sample size for the study (282 employees) was determined by Taro Yamen sample size formula. A 20-question instrument of 5-point Likert style was used to primarily capture respondents' opinions. Face and content validity was used to confer integrity on the instrument via expert assessments.

To establish the reliability, a test-retest method was employed. For the purpose of this study, the Cronbach Alpha (CA) reliability estimation was used to test the consistency of the questionnaire item. Trochims(2006) avers that an acceptable measure for CA is 0.7 or higher is adequate. This study CA is 0.824.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.824	.822	20

Data were operationalized using the statistical package for social science (SPSS) software version 23.

The Statistical Model: The statistical model is as expressed below:

$$CPB = F(GA, GP, GP, GP)$$

$$CPB = \beta_0 + \beta_1GA + \beta_2GPK + \beta_3GP + \beta_4GPR + \varepsilon$$

Where CPB = Consumer Purchase Behaviour (Dependent Variable)

Predictor Variables

Where; ε = Error Term

B_0 = Intercept/ Constant, $B_1 - B_4$ = Coefficients, GA= Green Awareness, GP = Green Packaging, GP= Green Pricing, GPR = Green Product

PRESENTATION OF DATA, TABLE & RESULTS

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796 ^a	.634	.629	1.3175

a. Predictors: (Constant), green product , green pricing , green awareness , green packaging

Source: Analysis of field Survey, 2017

Table 2 showed what percentage (%) of variability in the dependent variable is accounted for by all of the independent variables together. It shows that change in consumers' purchase behaviour which is brought about by the variables of green marketing by 63.4% (.634) as indicated by the R^2 value. The independent variables explain 63.4% of the variability of the dependent variable.

Fitness of the Model

Table 3: ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	823.969	4	205.992	118.668	.000 ^b
	Residual	475.630	274	1.736		
	Total	1299.599	278			

a. Dependent Variable: consumer purchase behavior

b. Predictors: (Constant), green product , green pricing , green awareness , green packaging

The F -ratio in table 3 tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically and significantly predict the dependent variable, $F(4, 274) = 118.668$, $p < .0005$ (i.e., the regression model is a good fit of the data).

Table 4:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.884	.938		-2.009	.045
	green awareness	.302	.048	.295	6.252	.000
	green packaging	.467	.054	.420	8.679	.000
	green pricing	.274	.051	.238	5.402	.000
	green product	.020	.057	.016	.348	.728

a. Dependent Variable: consumer purchase behavior

The general form of the equation to predict CPB = $\beta_0 + \beta_1GA + \beta_2GP + \beta_3GP + \beta_4GPR + \epsilon$
 CPB = $-1.884 + (0.302 \times GA) + (0.467 \times GPK) + (0.274 \times GP) + (0.020 \times GPR)$

From Table 4 above we find the multiple regression analysis results for green marketing and its influence on consumer purchase behaviour. The table reveals that green awareness which is the first variable has positive relationship with consumer purchase behaviour ($\beta = .295$, $P < 0.01$). The same is true with green packaging ($\beta = .420$, $P < 0.01$); green pricing ($\beta = .238$, $P < 0.01$) and green product ($\beta = .016$, $P < 0.01$). overall, the study determines a strong and positive relationship between the four predictors of green

consumer behaviors from respondents sampled. This is succinctly captured in the table below.

Hypotheses Testing

As has been stated regression statistics was employed as an analytical tool for testing the hypotheses formulated. Conventionally in statistics the rule stipulates that should the probability value calculated be greater than the critical level of significance, the null hypothesis is accepted and the alternate hypothesis rejected and vice versa. The decisions on outcome of above multiple regression tables are hereunder presented.

Table 5: Table of results of tested hypotheses

SN	Hypotheses	Statistics	Decision	Implication
1.	HO ₁ : There is no significant relationship between green predictors and consumers' green purchase behaviour.	<u>Correlation:</u> Here, the β value (.0302) on green predictors, a positive association is found with customer green purchase behavior.	Null hypothesis was rejected. There is an association between the green predictors and consumers' purchase behaviour.	Customers sampled have green orientation/awareness, hence they are likely to make their purchase decisions based on their green consciousness
2.	HO ₂ : Green awareness, green packaging, green pricing and green product have no influence on consumers' green purchase behavior	<u>Multiple Regression:</u> Green Awareness (.000<0.05) Green Packing (.000<0.05), Green Pricing (.000<0.05) Green Promotion (.728>0.05).	The null hypotheses was rejected For green awareness, green packaging and pricing are rejected. This is because P value calculated is lesser than the critical level of significance Alternate hypotheses for green promotion accepted. Green promotion does not significantly predict customer purchase behavior.	Customers sampled revealed green awareness, green packaging and green pricing are significant predictors of purchase behavior. Hence we conclude that customers put emphases on environmentally friendly packaging and friendly pricing in purchase action. Customers sampled have less emphasis on the 'greenness of promotion itself before engaging in purchase behavior. Royne, Levy & Maiz (2010) agree with this.

DISCUSSION OF FINDINGS

Green Awareness and Consumers' Purchase Behaviour

The four predictor variables of green awareness, green promotion, green pricing and green product all posted a positive relation with the dependent variable, purchase behavior (.302, .467, .274 and .020) respectively. Again, it was revealed that green awareness has the second highest positive effect on consumer purchase behaviour ($\beta = .295$, $P < 0.01$). In addition to the above two data set, the test of hypothesis indicated in table 4 indicate that there is a significant relationship between green awareness and consumers' purchase behaviour (.000<0.05). To give further credence to this assertion, its t-test shows clearly that its level of predictiveness is quite high (6.252). All these combined confirms a very significant level of customer awareness with respect to green purchases behaviour. These findings are

consistent with Norm, Douglas, Cerf, and Krishnan, (2011), whose view was that consumers accept green products when their primary need for performance, quality, convenience, and affordability were met, and when they understood (aware) how a green product could help to solve environmental problems.

Green Packaging and Consumers Purchase Behaviour

Table 4 revealed that green packaging has the highest positive effect on consumer purchase behaviour ($\beta = .420$, $P < 0.01$). In furtherance, the test of hypothesis indicated in table 4 reveals that green packaging is strong predictor of consumers purchase behaviour ($.000 < 0.05$). These findings are consistent with Rahim, and Douglas (2012) and Yaacob and Zakaria. (2011). assertions that it takes only few seconds for labels and packages to catch the consumer's eyes because it is very easy for the consumers to recognize green products.

Green Pricing and Consumers' Purchase Behaviour

From the multiple regression table, green pricing has the third highest positive effect in terms of association with consumer purchase behaviour ($\beta = .238$, $P < 0.01$). Furthermore, the test of hypothesis indicates that green pricing is a significant predictor of consumers' purchase behaviour ($.000 < 0.05$). These findings are consistent with Awan, Abdul and Muhammad (2015) view that green pricing does influence consumers in their purchases and consumers would be eager to pay extra cost for the products that are health-friendly and do not harm the environment.

Green Promotions and Consumers' Purchase Behavior

It is revealed that green-promotions has the least positive effect on consumer purchase behaviour ($\beta = .016$, $P < 0.01$). In furtherance therefore, the test of hypothesis indicated in table 4 reveals that there is no significant relationship between green-promotions and consumers' purchase behaviour ($.728 > 0.05$). This finding is in agreement with the findings of Okada and Mais, (2010); Chen and Chang (2012) when they affirm that green promotions make the products typically more costly and thus, they are simply more expensive for customers to readily purchase on account of promo cost incurred by the firm.

CONCLUSION

Based on the findings of this study, the following conclusions were reached: Many customers that are known as green purchasers have green orientation and its benefits and tend to develop the effect in repeat purchase and utilization of green products. Packaging is one area where firms are faced with the issue of social responsibility which includes concern about the role of packaging in pollution, global warming, biodegradability and resource use which in the long run affect consumers purchase behaviour. Green products are products that have more environmentally friendly packaging. In the quest for eco-friendly packaging, some companies have not only modified their packaging to reduce its negative effects on the environment but have also invested huge amount of money in various recycling activities. Type of Packaging materials and their environmental friendliness can easily win over the customers to buy the green products.

Finally, a positive and significant relationship is found between price and green buying behaviour of consumers. Price is a significant factor and decider and it is the main purpose for customers buying or not buying green products. If the price of the green product is kept slightly lower, all things being equal, consumers will be encouraged to buy green products and if the product has relatively high price elasticity, it will be beneficial for manufacturers of green products to keep the prices low.

Recommendations

In line with the findings and the conclusion of the study, the following recommendations were made:

- i. Companies should advertise the green component of their products after giving a critical thought to them. They should promote the utility, design and the functions of the product so as to avoid any misleading information.
- ii. Corporations should demonstrate action and genuine corporate commitment to sustainability to lead the way for consumers to follow. They have responsibility to raise consumer awareness of sustainability issues and solutions; clearly explain the company's sustainability policy and making it relevant to consumers. The need to propagate green efforts, builds, refine, and grow sustainability platforms with consumer input cannot be overemphasized.
- iii. Manufacturers of green products in Nigeria can use different strategies to encourage green behavior of their customers to achieve sustainable market and environmental development. This has become needful due to growing environmental problems and their adverse effects on physical and mental health of human beings. A lot needs to be done in this direction in advocacy for ethics of greenness.
- iv. Enterprises manufacturing, growing and dealing on green products with focus on greenness should attempt to strike partnership with media organizations, health agencies, etc., with green consciousness to grant lower rates for advertisements that are green and eco-friendly. Incrementing such partnership with government agencies and media organizations can help stimulate green behavior not only from manufacturers but from citizens (consumers) in keeping environment clean and healthy.

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