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Contents

- Capital Structure of Firms: A Survey of Literature** 1-19
YINUSA, Olumuyiwa Ganiyu, (Ph.D) & ADEYEMI, Kazeem Olorunwa
- Agricultural Credit Guarantee Scheme Fund: Tool for Economic Growth in Nigeria** 20 - 33
IJAIYA, Muftau Adeniyi, (Ph. D.), SANNI, Mubarak, (Ph. D.) & AMUJO, E.T
- Globalization and Insurance Development: Any Growth Nexus for Insurance Deepening in Nigeria?** 34 - 47
ONAFALUJO, Akinwunmi Kunle (Ph.D), FCS, ACII
- Demographic Segmentation, Mobile Phones Attributes and Purchase Behaviour of University Students in Nigeria** 48 - 55
AWOLAJA, A. M. (Ph.D)
- Green Marketing and Consumer Buying Behaviour: Evidence from Quoted Firms in Nigerian Beverage Industry** 56 - 74
MUSTAPHA, Yusuf Ismaila (Ph.D), ABDULRAHEEM, Mulikat & OMOLEKAN, Olusola Joshua
- Foreign Direct Investment and Economic Growth in Nigeria** 75 - 86
ADEKUNLE Ahmed Oluwatobi, OSEMENE, Olubunmi Florence (Ph.D), ADEDOKUN, Muri Wole, & OYELEYE Olufunke Aminat
- Effects of Fiscal Strategy on Private Investment in Nigeria** 87 - 101
USMAN, A. Owolabi (Prof) & BABATUNDE, M. Oyewale
- Effects of Socio-Cultural Realities on the Nigerian Small and Medium Sized Enterprises (SMEs): Case of Small and Medium Sized Enterprises in Lagos State** 102 - 113
GEORGE, Olusoji James & AKAIGHE, Godbless



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GREEN MARKETING AND CONSUMER BUYING BEHAVIOUR: EVIDENCE FROM QUOTED FIRMS IN NIGERIAN BEVERAGE INDUSTRY

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Abstract

The rising awareness of global warming, climate change and other environmental issues have led to the production of green products by the producers who are environmental friendly and consumers centred. This study examines the effect of green marketing on consumer buying behaviour and the influence of western education on consumer green behaviour in the Nigerian food and beverage industry. The study's primary data was collected through a structured questionnaire administered on 384 respondents using convenience sampling techniques. Multiple regression analysis was used as analytical tool for testing the study's hypotheses. Findings revealed that there is a positive relationship between green marketing and consumer buying behaviour except for psychological and cultural which do not really influence consumer buying decision of green products and that educational status of the respondents does not influence consumer green buying behaviour in the study area. It was recommended that enlightenment programme that will appeal to the psychological and cultural belief of the consumer is required to improve their green consciousness and that green promotion targeted towards the elite to project health benefits of patronising green products is desirable as well as the need for environmental friendly buying behaviour.

Key words: Green Marketing, Consumer buying behaviour, Environment, Beverage Industry

1.0 INTRODUCTION

The existence, growth and development of man and business organization depend on their physical and natural environment. The natural environment encompasses all living and non-living things occurring naturally on earth or some regions thereof. It is an environment that encompasses the interaction of all living species, while, the physical environment is an important determinant of people's health in many ways. For instance, climate, weather and natural environmental resources affect human survival and economic activity in any society and the quality of air which is a variable of physical environment affects people's health especially those that have respiratory disease. Today, every aspect of man and business activities ranging from prospecting for natural resources, discharge of industrial chemical and nuclear wastes etc. have resulted in air and water pollution as well as environmental degradation. The rise in the level of industrial pollution had equally led to a rise in the level of consumer's awareness on the need for environmental considerations in their daily purchases of goods and services (Barber, Taylor & Strick, 2009). Making the environment free from hazards is the responsibility of every individual and organisation. According to Polonsky (1994) a study conducted in Australia (1994)

shows that 84.6% of sample respondents believed that all individuals had a responsibility to care for the environment. This awareness has triggered the demand for environmentally safe products by consumers and these consumers are willing to pay extra for any product which they believe can improve the quality of their lives.

The negligence of some companies in their production processes have resulted in product contaminations which had led to consumers' health hazards, while, manufacturing activities of some other companies are polluting the environment. These had made businesses to begin to re-strategise and change their production and other operational behavior in an attempt to address societal concerns. In the opinion of Kassey (2001) the adoption of green marketing by business enterprises could play a major role in reducing consumer prone health hazard and other environmental issues.

Green marketing is environmental friendly, sustainable and socially responsible concept. It refers to the satisfaction of consumer needs, wants and desires in conjunction with the preservation and conservation of natural environment (Mark, 2016). However green marketing is not limited to these terms but is a much wider concept of marketing activity which can be applied to consumer goods, industrial goods and even services (Erbaslar, 2010). Green marketing is an emerging concept which business organization can adopt as a strategy that allows them to take the safety of natural and physical environment of consumers into consideration in their operational activities. Green marketing provides opportunities and competitive advantages to businesses apart from keeping natural and physical environment of consumers safe.

In today's competitive environment green marketing cannot be ignored by manufacturing companies that want to stand the test of time. Manufacturing companies that desire to have competitive advantage in this era of climate change and intense global warming need to be environmental sensitive through the adoption of green marketing strategy which emphasises that organisation should direct their marketing efforts towards the production, promotion and packaging of goods and services in a manner that is sensitive or responsive to environmental concerns of their target customers.

The concept of green marketing is well known in the developed countries but in the developing countries like Nigeria is still at its infancy stage, although it is been practiced by a few companies in Nigeria especially by manufacturing companies in the food and beverages industry. Manufacturing companies should be able to explore the potentials of green marketing as a tool for competing in today's markets where consumers are conscious of health and environmental implications of the types of products they purchase. On the basis of this, the study seeks investigates the influence of green marketing on consumer buying behavior in Nigeria food and beverage industry.

The study seeks to address the following questions; does green marketing affect consumer buying behaviour in Nigerian food and beverage industry? and Can western education influence consumer green behaviour in Nigerian food and beverage industry. In the light of the foregoing, this study seeks to evaluate the influence of green marketing on consumer buying behavior and to determine the influence of western education on consumer green behaviour

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2.0 LITERATURE REVIEW

2.1 Conceptual Issues

2.1.1 Green Marketing

The concept green marketing is also known as environmental marketing or eco-marketing. Different agencies and organizations had offered different definitions of Green marketing has been defined in different ways by scholars but they all agreed that the concept has to do with marketing of goods and services in a way that promote natural and physical environment of consumers. According to Polonsky (1994) 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. The definition incorporates marketing definition, that is, all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants. This definition implies that green marketing ensures that the interests of the organization and all its consumers are protected, as voluntary exchange will not take place unless both the buyer and seller will mutually benefit. The definition also includes the protection of the natural environment, by attempting to minimize the detrimental impact this exchange will have on the environment.

American Marketing Association (AMA)'s definition of green marketing stresses three key components which are: i. it is a subset of the overall marketing activity; ii. it examines both the positive and negative activities; and iii. a narrow range of environmental issues are examined. In the same vein Fernando (2014) stated that green marketing refers to the process of producing and selling products based on their environmental benefits and such products must be eco-friendly in nature. Products that benefit the environment and the ecological properties of products are important in order that companies produce ecologically safer products, including recyclable and biodegradable packaging.

2.1.2 Reasons for Adopting Green Marketing

According to Nayan (2016) many companies are venturing into green marketing because of the following reasons:

- i. **Opportunity:** Green marketers have diverse and fairly sizeable segments to cater to. There are green buildings which are efficient in their use of energy, water and construction materials and which reduce the impact on human health and the environment through better design, construction, operation, maintenance and waste disposal.
- ii. **Social responsibility:** Many companies have started realizing that they must behave in an environment-friendly fashion. They believe both in achieving environmental objectives as well as profit related objectives.
- iii. **Government pressure:** Various regulations are framed by government to protect consumers and the society at large. Government of some countries have developed framework of legislations to reduce the production of harmful goods.

- iv. **Competitive pressure:** Many companies take up green marketing to maintain their competitive edge. The green marketing initiatives by niche companies such as Body Shop and Green & Black have prompted many mainline competitors to follow suit.
- v. **Cost reduction:** Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop symbiotic relationship whereby the waste generated by company is used by another as a cost effective raw materials.

2.1.3 Green Marketing Mix

The green marketing mix is derived from traditional marketing mix elements. The traditional marketing mix elements consist of four P's and the four P's are product, price, promotion, and place. Hence, the green marketing elements as off-shoots of the traditional marketing mix elements comprises of these four P's. The position is further stressed by Arseculeratne and Yazdanifard (2014), FuiYeng and Yazdanifard (2015), Gbadeyan and Omolekan (2015) and Mustapha and Aremu (2016) when they observed that the traditional 4Ps equally applicable to green marketing and that the green marketing mix elements can certainly be used to foster environmental friendly driven marketing activities. The four P's of green marketing are briefly discussed below:

2.1.4 Green Products

According Mustapha and Aremu (2016) product from the perspective of green marketing involves manufacturing of goods in a way that preserve and protect natural resources and the entire environment of target consumers. The conception and eventual development of green products should encourage are eco-friendly marketing activities in the areas of materials sourcing, production, packaging, labeling, and distribution. The green products are those products whose production processes result in reducing pollution, degradation and contamination of physical and natural environment. In fact, Mark (2016) pointed out that a green product should not constitute any form of a health hazard to people, animal and environment.

2.1.5 Green Pricing

Green pricing is important in the field of marketing usually expensive due to the fact that going green involves different types of costs such as national orientation cost, cost of acquiring modern gadget and technology, absorbing extrinsic costs, costs of recycling waste etc. which are incurred manufacturing green products. Though, some customers are prepare and willing to pay for green products provided they perceive such extra value in green products according to Queensland Government (2006) and Bukhari (2011). Therefore, manufacturing firms producing green products need to appropriately project the benefits of green products to their current and potential customers. In fact, Polonsky and Rosenberger (2001) advised that normally green products may have higher initial out-of-pocket expenses but lower long-run costs.

2.1.6 Green Distribution (Place)

To make place green, companies have to use more environmentally friendly distribution channels and vehicles (Queensland Government, 2006). Green distribution in the views of

Arseculeratne and Yazdanifard (2014) involves selecting channel members and product distribution pathways in a manner that lessen environmental impairment and forestall most of the damages that are induced during shipment of goods. Companies should therefore make sure that their suppliers as well as their distributors are environmentally friendly. This can be done with the usage of environmentally friendly means of transportation (Queensland Government, 2006). Arseculeratne and Yazdanifard (2014) further warned that safety precautions must be implemented by business firms when shipping their products.

2.1.7 Green Promotion

Arseculeratne and Yazdanifard (2014) opined that green promotion can be used marketers to promote green products, project their features and justify their prices. Promotional tools for transmitting green marketing messages to the customers are sales promotions, personal selling, direct marketing, advertising and public relations (Mustapha & Aremu, 2016). Majority of customers in the market place especially in third world countries are not accurately informed of the importance of green product as a result of inadequate information from the producers and these customers need to be cognizant of the kinds of environmental issues a product could promote in the first place for them to evince an interest in a green product (Arseculeratne & Yazdanifard, 2014; FuiYeng & Yazdanifard, 2015).

Therefore, any green firms that want to operate successfully in the market need to project health and environmental benefits of green products through green promotional mix elements especially advertising, personal selling and public relations.

2.1.8 Challenges of Green Marketing

Companies using green marketing in the view of Smriti (2015) face a number of challenges that are militating against their effective operations. Some of these challenges according to him include:

- i. High cost of technology requires for research and development on green product
- ii. Green products require renewable and recyclable materials which are always costly
- iii. Majority of the consumers are unwilling to pay a premium for green products
- iv. Majority of the people are unaware of green products, their uses and potential advantages

2.1.9 Concept of Consumer Buying Behaviour

Amstong and Kotler (2014) stated that consumer buying behaviour refers to the buying behaviour of final consumers-individuals and households that buy goods and services for personal consumption. In the same vein Lois, Grady and Carl (2002) define consumer buying behaviour as the process individuals use to decide what they will buy, from where they will buy it and who they will buy from.

2.1.10 The Consumer Buying Process

Arun and Meenakshi (2012) and Kotler and Armstrong(2014) pointed out that consumer buying process is divided into various four stages and these stages according to them are need recognition, information search, evaluation of alternatives, and purchase and post purchase evaluation of decisions.

- i. **Problem Recognition:** It results when a consumer recognizes a substantial difference between what is perceived as the actual product and the product he/she wants to purchase, which directly impacts the decision making of the customer in the buying process.
- ii. **Search for Information**
The consumer, after recognizing the need for a product, searches for alternative products that may fulfill his or needs through different sources of information.
- iii. **Evaluation of alternatives**
The alternative products are evaluated using various choice criteria. The evaluation process may be done more carefully and logically in some cases depending on the nature and types of the product involved
- iv. **Purchase and post-purchase**
Purchase and post- purchase involve the actual purchase of the product after a decision has been made about the right choice of product. The purchase process itself involves several more decisions. It involves decision about the place and mode of purchase payment terms and conditions, delivery of the product installments, training for the usage of the product, etc. Marketer can study each of these processes to discover sources of competitive advantage. The satisfaction derived from the consumption of the products will determine whether or not the consumer will buy the product again and this is what is known as post purchase decision.

2.1.11 Factors that Influence Consumers Buying Behaviour

There are several factors influence consumers buying behaviour. Some of these factors are personal or individual in nature while other factors are social in nature. For instance, Arun and Meenakshi (2012) and Kotler and Armstrong (2014) claim that individual factors affect consumer buying behavior are unique to each person and the other factors are peculiar to society in which individual consumer live. Arun and Meenakshi (2012), Kotler and Armstrong (2014) and Fanny (2015) identified four major factors influencing consumer behaviour.

i. Cultural factors

Cultural factors are coming from the different components related to culture or cultural environment from which the consumer belongs.

- a. **Culture and societal environment:** Culture is crucial when it comes to understanding the needs and behaviours of an individual. Throughout his existence, an individual will be influenced by his family, his friends, his cultural environment or society that will “teach” him values, preferences as well as common behaviours to their own culture.
- b. **Sub-cultures:** A society is composed of several sub-cultures in which people can identify. Sub-cultures are groups of people who share the same values based on a

common experience or a similar lifestyle in general. Sub-cultures are the nationalities, religions, ethnic groups, age groups, gender, etc. The sub-cultures are often considered by marketers to segment the markets for their products

- c. **Social classes:** Social classes are defined as groups that are more or less homogenous and ranked against each other according to a form of social hierarchy. Even if it's very large groups, we usually find similar values, lifestyles, interests and behaviours in individuals belonging to the same social class.

ii. Social factors

Social factors are among the factors influencing consumer behaviour significantly. Social factors are categorised into three and these are reference groups, family and social roles and status.

- a. **Reference groups and membership groups:** The membership groups of an individual are social groups to which he belongs and which will influence him. The membership groups are usually related to its social origin, age, place of residence, work, hobbies, leisure, etc.
- b. **Family:** The family may be the most influencing factor for an individual. It forms an environment of socialization in which an individual will evolve, shape his personality and acquire values. This factor also determines attitudes and opinions of individual on various subjects such as politics, society, social relations as well as his perception of brands and the products in the market.
- c. **Social roles and status:** The position of an individual within his family, his work place, his club, his group of friends, etc. affects his or her buying behavior. A social role is a set of attitudes and activities that an individual is supposed to have and do according to his profession and his position at work, his position in the family, his gender, etc. – and expectations of the people around him.

iii. Personal factors:

Consumer buying behaviours are influenced by the characteristics of each individual consumer. The following personal factors affect consumer buying behaviours:

- a. **Age and way of life:** Consumers do not buy the same types of products or services at different ages. For instance, the needs aged consumers is from that youths. Consumers' lifestyle, values, environment, activities, hobbies and consumer habits evolve throughout his life.
- b. **Purchasing power and revenue:** The purchasing power of an individual will have, of course, a decisive influence on his/her buying behaviour as purchasing decisions are usually based on income.
- c. **Lifestyle:** The lifestyle of an individual includes all of its activities, interests, values and opinions. The lifestyle of a consumer will influence on his/her behaviour and purchasing decisions.
- d. **Personality and self-concept:** Personality is the set of traits and specific characteristics of each individual. It is the product of the interaction of psychological and physiological characteristics of the individual and it's usually results in constant behaviours. It materializes into some traits such as confidence, sociability, autonomy, charisma, ambition, openness to others, shyness, curiosity, adaptability, etc.,

iv. Psychological factors

Psychological factors that affect consumer buying behavior are categorized into motivation, perception, learning and beliefs and attitudes.

- a. **Motivation:** Motivation is what will drive consumers to develop a purchasing behaviour. It is the expression of a need which became pressing enough to lead the consumer to want to satisfy it. It usually works at a subconscious level and is often difficult to measure. To increase sales and encourage consumers to purchase, brands should try to create, make conscious or reinforce a need in the consumer's mind so that he develops a purchase motivation.
- b. **Perception:** Perception is the process through which an individual selects, organizes and interprets the information he/she receives in order to do something that makes sense. The perception of a situation at a given time may determine how a person will act.
- c. **Learning:** Learning is through action. When we act, we learn. It implies a change in the behaviour resulting from the experience. Learning changes behaviour of an individual as he acquires information and experience.
- d. **Beliefs and attitudes:** A belief is a conviction that an individual has on something. Through the experience he acquires, his learning and his external influences (family, friends, etc.) and develop the beliefs that will influence his buying behaviour. On the other hand, an attitude can be defined as a feeling, an assessment of an object or idea and the predisposition to act in a certain way toward that object. Attitudes allow the individual to develop a coherent behaviour against a class of similar objects or ideas.

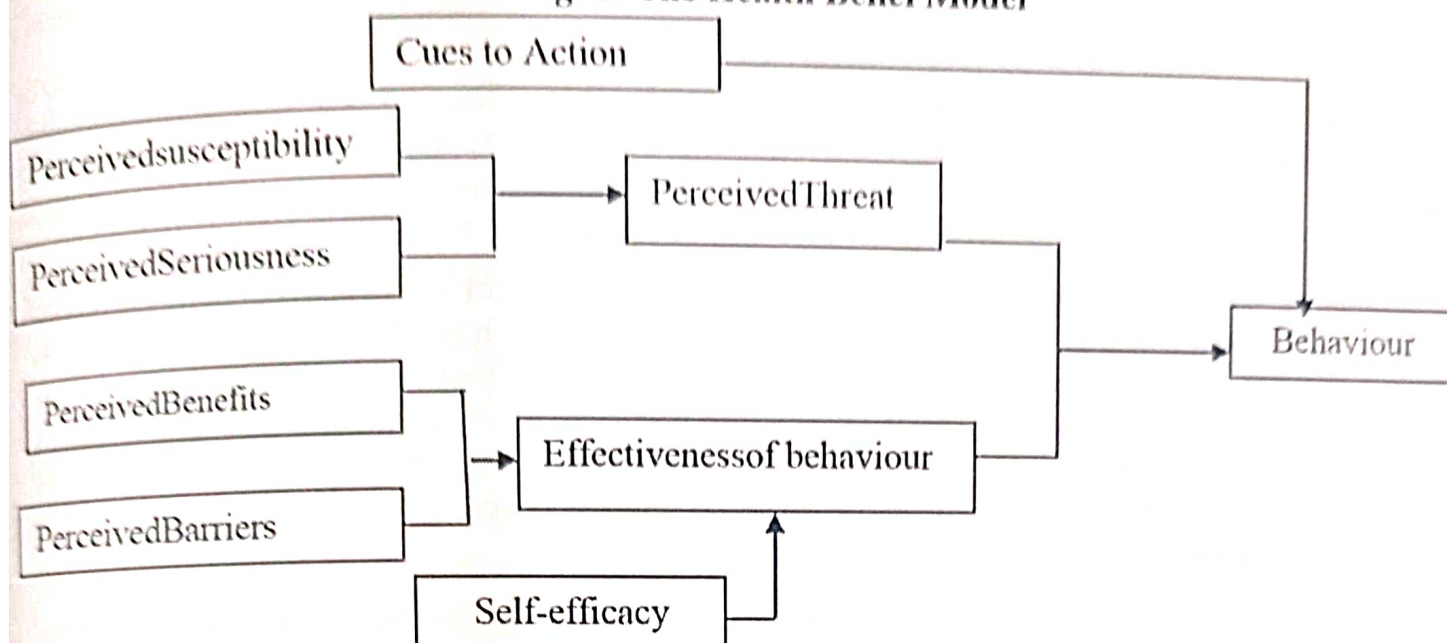
2.2 Theoretical Framework

2.2.1 The Health Belief Model (HBM)

The health belief model is a cognitive model which posits that behaviour is determined by a number of beliefs about threats to an individual's well-being and the effectiveness outcomes of particular actions or behaviours. Some constructions of the model feature the concept of self-efficacy (Bandura, 1997) alongside these beliefs about actions. These beliefs are further supplemented by additional stimuli referred to as cues to action' which trigger actual adoption of behaviour. Perceived threat is at the core of the HBM as it is linked to a person's 'readiness' to take action. It consists of two sets of beliefs about an individual's perceived susceptibility or vulnerability to a particular threat and the seriousness of the expected consequences that may result from it. The perceived benefits associated with a behaviour, that is, its likely effectiveness in reducing the threat, are weighed against the perceived costs of and negative consequences that may result from it (perceived barriers), such as the side effects of treatment, to establish the overall extent to which a behaviour is beneficial. The individual's perceived capacity to adopt the behaviour (their self-efficacy) is a further key component of the model. Finally, the HBM identifies two types of 'cue to action'; internal, which in the health context includes symptoms of ill health, and external, which includes media campaigns or the receipt of other information. These cues affect the perception of threat and can trigger or maintain behaviour. Nisbet and Gick (2008) summarize the model as follows: 'to change behaviour, people must feel personally vulnerable to a health threat, view the possible consequences as severe, and see that taking action is likely to either prevent or reduce the risk at an acceptable cost with few barriers. In addition.

they maintained that a person must feel competent (have self-efficacy) to execute and maintain the new behaviour. Some trigger, either internal or external is required to ensure actual behaviour ensues'. When an individual perceives a threat as not serious or themselves as unsusceptible to it, they are unlikely to adopt mitigating behaviours.

Fig. 1: The Health Belief Model



Source: Adapted from Nisbet and Gick (2008: pp 297)

The two established criticisms of this model are that its components and rules about their inter-relationships are not well defined, and (in common with other cognitive rational choice based models focused on the individual) that it does not include social or economic or unconscious (e.g. habitual) determinants of behaviour, which are generally considered to be at least as important as the personal cognitive factors covered by the model.

2.2.2 Social Cognitive Theory (SCT)

SCT explains behaviour in terms of triadic reciprocity (reciprocal determinism) in which behaviour, cognitive and other interpersonal factors, and environmental events all operate as interacting determinants of each other. One of the key concepts in SCT is an environmental variable: observational learning. In contrast to earlier behavioural theories, SCT views the environment as not just one that reinforces or punishes behaviours, but it also provides a milieu where one can watch the actions of others and learn the consequences of those behaviours.

SCT is viewed as one of the more comprehensive efforts to explain human behaviour (Baranowski, Perry & Parcel as cited by Christoph, 2011). Its focus on reciprocal determinism and self-efficacy give social marketers a strong theoretical base from which to launch environmental interventions that complement individually-focused. It is on this premise, that this study adopts SCT as its theoretical framework.

2.3 Empirical Framework

Konti and Biljeskovic (2010) investigated how a company can make its marketing mix (4Ps) greener using Rockwool Group as a case study. The study used semi- structure interview to collect data from employees who reside Scandinavia, North America and the Balkans. The study discovered that marketing mix elements such as product, place and promotion have several factors that can be greened.

Boztepe (2012) explored the effect of green marketing on customers purchasing behaviors. Questionnaire was used to data from 540 respondents in Istanbul. Findings of the study indicated that environmental awareness, green product features, green promotion activities and green price positively affect green purchasing behaviors of the consumers in the study area.

Memar and Ahmed (2012) examined the factors that can influence consumers' green purchasing intention towards buying an Eco-printer in the Swedish market. The study's data was collected through a questionnaire that was administered on 201 respondents in Sweden. It was found that several factors such as green knowledge and Eco literacy, attitude and green belief, environmental laws and guidelines influence the green purchasing intentions. Willingness to pay was found to be a strong influencing factor while consumers' demographics are found to be a weak influencing factor.

Rahmawati, Hadiwidjojo and Noermijati (2014) examined the relationships among environmental orientation, green marketing mix strategy, and competitive advantage. The study's data was collected from 72 respondent firms (real estate developers) in East Java, Indonesia. The results indicated that environmental orientation does not positive effect in enhancing firm's competitive advantage but it has positive and significantly effect in the implementation of green marketing mix strategy by the firms. These findings provide real estate developers with useful insights for improving firm competitive advantage through the implementation of green marketing mix strategy.

Gbadeyan and Omolekan (2015) examined the effect of green marketing on environmental degradation in Benin-city. Non experimental descriptive research method was adopted and a structured questionnaire was used to elicit information from 110 respondents who were selected through convenience sample from the study area. Findings of the study reveals that the concept of green marketing is not popular among selected consumer in Benin City of Nigeria and appropriate strategy for effective application of green marketing are lacking in the study area. The study concluded that creating and implementing a green marketing strategy is not straight forward because it is not only complex but it is also a relative concept that continuously varies over time.

Vitoria and Nik, (2015) carried out a research on predictors of green purchase intention in Nigeria. The objectives of the study were to examine the direct predictors of green purchase intention and to establish the mediating effect of environmental consciousness on the relationship between the predictors (perceived green knowledge, perceived behavior control, green availability, green trust, and green price sensitivity). The study uses administered 150 questionnaires to respondent who are lecturers in Nigerian University. Findings of the study indicated that green availability is directly and significantly related to green purchase intention

while green price sensitivity is directly and significantly related to environmental consciousness. The study concluded that green purchase can be increased when there is abundance of green products.

3.0 METHODOLOGY

For the purpose of this study, survey research design was used to examine the impact of green marketing on consumer buying behaviour using some selected firms in the beverages industry in Nigeria. Structured questionnaire was used as an instrument to collect information from the targeted population. The total population consists of consumers of quoted beverages companies in Nigeria with special focus on South-west geo-political zone. The zone comprises Lagos, Oyo, Ogun, Ondo, Osun and Ekiti states. The study adopts Godden's (2004) sample size formula for infinite population to arrive at a representative sample of respondents.

$$SS = \frac{Z^2 \times p(1-p)}{\alpha^2}$$

Where:

SS = Sample size for infinite population (more than 50,000)

Z = Z value (e.g. 1.96 for 95% confidence level)

P = Population proportion (expressed as decimal) (assumed to 0.5 (50%) as stated by principle of insufficient realism)

α = Margin of error at 5% (.05)

$$\begin{aligned} SS &= 1.96^2 \times 0.5(1-0.5)/0.05^2 \\ &= 3.8416 \times 0.5(0.5)/0.0025 \\ &= 0.9604/0.0025 \\ &= 384.16 \\ &= 384 \end{aligned}$$

Convenience sampling was used to select respondents for this study. 384 copies of questionnaire were issued out which 303 usable copies questionnaire were returned (i.e. about 78.9%). The formulated hypotheses were tested using multiple regression analysis. The adoption of regression analysis was based on the need to determine the impact of green marketing on consumer buying behaviour.

The model specification is given as;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \sum$$

Where;

Y = Dependent variable represents Green Marketing

X = 1 to 4 represent dependent variable representing Consumer buying behaviour variables factors

X₁ = Psychological factors proxy by perception and attitude

X₂ = Social factors proxy by family and social status

X₃ = Cultural factors proxy by social class and religion

X₄ = Personal factors proxy by economy situation and personality style

E = Error term, (0, 1) normally distributed with mean 0 and variance 1

$\beta_0, \beta_1, \beta_2, \beta_3, \beta_4$ are the parameters to be estimated to fit the regression line

β_0 = is the intercept on the Y-axis.

4.0 RESULTS AND DISCUSSIONS

Table 1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.857	.853	10

Source: Printout from SPSS

Table 1 presents the result of cronbach's Alpha test of the study's instrument of data collection. The result of the test indicated that questionnaire items are reliable to collect the type of data required for the study. The table shows that the instrument satisfies the requirement of Cronbach's Alpha test because it falls above .70 which is the threshold.

Table 2: Demographic characteristics of the respondents

Items		Frequency	%
Sex	Male	132	43.6
	Female	171	56.4
Western Education Status	Literate	213	70.3
	Illiterate	90	29.7
Occupation	Employed	116	38.3
	Unemployed	54	17.8
	Self employed	101	33.3
	Others	32	10.6

Source: Researchers' fieldwork, 2016

The analysis in the table 2 above revealed that the percentage of female respondents is more. This may be as a result of the societal belief that the purchases of household needs for the family rest more on the feminine gender and the fact that National population census of 2006 revealed that there are more females the in country than males. Also, educated elites form majority of the respondents for this study, this implies that most respondents for this study understand the content of the instrument used in this study. Only few respondents i.e. 17.8% are unemployed, this means that majority of the respondents have reasonable purchasing capacity for food and beverage products.

Table 3: Consumer Buying Behaviour

Psychological Factor		F	%
I buy green product because I feel it makes the environment free of dirty and contribute to healthy living condition	SA	27	8.9
	A	60	19.8
	I	55	18.2
	DA	55	18.2
	SD	106	35.0
Naturally, I hate dirty and this prompts me to patronise any product that is green.	SA	46	15.2
	A	79	26.1
	I	56	18.5
	DA	52	17.2
	SD	70	23.1
Personal Factor			
Products with natural ingredients which are environmental friendly are really my choice	SA	47	15.5
	A	69	22.8
	I	55	18.2
	DA	61	20.1
	SD	71	23.4
Economy situation at times increase my patronage of green product	SA	51	16.8
	A	71	23.4
	I	69	22.8
	DA	49	16.2
	SD	63	20.8
Social Factor			
Products contents under approved chemical are my family choice because of its health benefit	SA	87	28.7
	A	50	16.5
	I	40	13.2
	DA	58	19.1
	SD	68	22.4
My status and role in the society influenced my buying decision to patronise firms with green marketing operations(i.e. green products, price and promotion decisions)	SA	62	20.5
	A	72	23.8
	I	48	15.8
	DA	52	17.2
	SD	69	22.8
Cultural Factor			
Most green products conform to the precept of my religion belief in terms of ingredients and compositions.	SA	46	15.2
	A	79	26.1
	I	54	17.8
	DA	43	14.2
	SD	81	26.7
My social class influenced the kind of decision I take including purchase of green products	SA	50	16.5
	A	81	26.7
	I	53	17.5
	DA	42	13.9
	SD	77	25.4

Source: Researchers' fieldwork, 2016

Consumer buying behaviour factors were analysed in the table 3 above. Psychological factors, personal factors, social factors and cultural factors plays significant role in consumer buying behaviour of green products either as a conscious effort to protect the environment, promote healthy living, as a social class or cultural and religious belief.

Table 4: Green Marketing

		F	%
The price of green products are relatively high because it require renewable and recyclable material	SA	18	5.9
	A	97	32.0
	I	64	21.1
	DA	45	14.9
	SD	79	26.1
Green marketing builds customer loyalty and brand recognition (i.e. boost the company image and differentiates a company among its competitors)	SA	31	10.2
	A	80	26.4
	I	72	23.8
	DA	53	17.5
	SD	67	22.1
Majority of the consumers are not willing to pay a premium for green products (i.e. majority of the people are not aware of green products and their uses)	SA	27	8.9
	A	90	29.7
	I	73	24.1
	DA	41	13.5
	SD	72	23.8

Source: Researchers' fieldwork, 2016

Table 4 above revealed that consumer consider Green marketing which is a combination of green price, green product and green promotion in their purchase decision. The decisions on these key green marketing areas can affect effective patronage of green products.

4.1 Test of Hypotheses

4.1.1 Hypothesis 1

H_{01} : Green marketing does not have significant effect consumer buying behaviour

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.266(a)	.071	.068	.831
2	.309(b)	.096	.090	.821
3	.513(c)	.263	.256	.743
4	.516(d)	.266	.256	.742

a. Predictors: (Constant), Psychological

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- b. Predictors: (Constant), Psychological, Personal
 c. Predictors: (Constant), Psychological, Personal, Social
 d. Predictors: (Constant), Psychological, Personal, Social, Culture
 Source: Printout from SPSS

The analysis in the table 5 above revealed that the relationship between green marketing and consumer buying behaviour factors kept increasing as the variables increases but cultural factor shows a slight increase compared to others.

Table 6: Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.685	.118		22.670	.000
	Psychological	-.207	.043	-.266	-4.776	.000
2	(Constant)	2.934	.146		20.150	.000
	Psychological	-.188	.043	-.241	-4.333	.000
	Personal	-.130	.045	-.160	-2.870	.004
3	(Constant)	3.307	.139		23.754	.000
	Psychological	-.032	.044	-.041	-.730	.466
	Personal	-.141	.041	-.173	-3.428	.001
	Social	-.327	.040	-.455	-8.235	.000
4	(Constant)	3.348	.144		23.224	.000
	Psychological	-.032	.044	-.041	-.727	.468
	Personal	-.111	.049	-.137	-2.280	.023
	Social	-.320	.040	-.445	-7.955	.000
	Culture	-.054	.049	-.066	-1.092	.276

a. Dependent Variable: Green_Marketing

Source: Printout from SPSS

The coefficient table above shows that the first two factors seem to be significant until the third and fourth variables was included. The psychological and cultural factors appear not to be statistically significant since the p-value is greater than 0.05. With this, it can be concluded that psychological and cultural factors do not really influence consumer buying decision of green products.

Table 7: Excluded Variables

Excluded Variables ^d					
Model		Beta ^b	t	Sig.	Partial Correlation
1	Personal	-.160 ^a	-2.870	.004	-.164
	Social	-.449 ^a	-7.990	.000	-.419
	Culture	-.188 ^a	-3.390	.001	-.192
2	Social	-.455 ^b	-8.235	.000	-.431
	Culture	-.143 ^b	-2.183	.030	-.125
3	Culture	-.066 ^c	-1.092	.276	-.063
					Collinearity Statistics Tolerance
					.976
					.810
					.977
					.809
					.695
					.677

a. Predictors in the Model: (Constant), Psychological

b. Predictors in the Model: (Constant), Psychological, Personal

c. Predictors in the Model: (Constant), Psychological, Personal, Social

d. Dependent Variable: Green_Marketing

Source: Printout from SPSS

From the table above, the SPSS grouped the variables in order of their collinearity statistics. personal, social and cultural factors combined is significant at 5% significant level, also, social and cultural factor are also significant while cultural factor in the third group seems not significant. Cultural factor alone does not influence the consumer buying decision.

4.1.2 Hypothesis two

H₀₂: Western education status does not influence consumers' green marketing behaviour

Table 8: Green Behaviour * Education Cross tabulation

		Education		Total
		Literate	Illiterate	
Green_Behaviour	Dispose properly	54	7	61
	Indifferent	60	70	130
	Anywhere	99	13	112
Total		213	90	303

Source: Printout from SPSS

Table 9: Directional Measures

			Value
Nominal by Interval	Eta	Green_Behaviour	.090
		Education Dependent	.458

Source: Printout from SPSS

Table 10: Symmetric Measures

		Value	Asymp. Std. Error(a)	Approx. T(b)	Approx. Sig.
Interval by Interval	Pearson's R	-.090	.047	-1.563	.119(c)
Ordinal by Ordinal	Spearman Correlation	-.124	.052	-2.162	.031(c)
N of Valid Cases		303			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Source: Printout from SPSS

From the analysis in the tables 8, 9, and 10 above, it was revealed that the cross tabulation Eta square directional measures relationship between green behaviour and educational status is low at about 9%. Educational status plays little role in consumer green behaviour. This submission is against the general believed that educated elites in the society are expected to be environmental consciousness. However, from these results, it is obvious that most Nigerian elites throw their refuse anywhere and are not consciousness of their environment. In fact, some throw packages such as sachet nylons, plastic bottles e.t.c out of their cars even on the highways.

5.0 CONCLUSION AND RECOMMENDATIONS

Consumers of green products exhibit different buying behaviours which are influenced by a number of factors such as psychological, personal, social and cultural. The findings from the study revealed that, green marketing which is a combination of green price, green product and green promotion influenced consumer buying decision. The study concluded that there is a positive relationship between green marketing and consumer buying behaviour factors but the contribution of psychological and cultural factors to consumer green behaviour is infinitesimal. It also concluded that educational status plays little role in consumer greenness buying behaviour in the study area.

Based on the findings, it is recommended that enlightenment programme is needed that will appeal to the psychological and cultural belief of the consumer to improve their green consciousness. Also, green promotion should be targeted towards the elite to project health benefits of patronizing green products as well as the need for environmental friendly buying behaviour.

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