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Impact of green marketing on consumer buying behavior in selected shopping malls in Enugu Nigeria

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Abstract

The study examined the impact of green marketing on consumer buying behavior in selected shopping malls in Enugu Nigeria. The specific objectives are: evaluate the impact of green advertisement on consumers' patronage in selected shopping malls in Enugu Nigeria; ascertain the impact of green packaging on consumers' purchase intention in selected shopping malls in Enugu Nigeria and determine the impact of green sales promotion on consumers' repeated purchase in selected shopping malls in Enugu Nigeria. Study Area was Enugu State, Nigeria. The research design of the study was descriptive survey design. The study used structured questionnaire to obtain data. The population of this study comprised of infinite customers of shopping malls in Enugu State. Slip of paper sample technique was used to select three (3) shopping malls in Enugu State namely: Shoprite shopping mall, Games shopping and Spar shopping malls. The Cochran sample technique for uncountable population was 225 sample size. Research questions were answered using frequency, mean and standard deviation. The hypotheses stated were tested using single regression. The empirical result revealed that green advertisement has positive and significant impact on consumers' patronage in selected shopping malls in Enugu Nigeria (t-statistics (53.992) > P-value (0.000)); the study revealed that green packaging has positive and significant on consumers' purchase intention in selected shopping malls in Enugu Nigeria (t-statistics (26.349) > P-value (0.000) and the study revealed that green sales promotion has positive and significant on consumers' repeated purchase in selected shopping malls in Enugu Nigeria (t-statistics (39.652) > P-value (0.000). The study recommends that government intervention in regulating taxes imposed on packaging materials thus promoting environmental conservation.

Keywords: Green sales promotion, Green packaging, green advertisement, consumer buying behaviour

1. Introduction

One of the main goals of marketing is to reach the consumer at the moment that most influences their purchase decision. Marketing involves more than just promoting and selling a good or service, it aims to educate, communicate and influence society. In recent years, global warming, climate change and pollution are some of the concerns that have been raised internationally and have resulted in more consumers becoming aware of environmental challenges confronting them. These environmental challenges have gained prominence in the business environment, as well as in the public domain. Thus, these critical environmental issues combined with the demand by consumer groups for green products have led to the emergence of green marketing (Ayodele, Ejiro & Eguononefe, 2017) ^[12].

Green marketing relates to business practice which advocates sustainable development. It comprises the marketing of goods and services that are considered to be eco-friendly and promoting the preservation of the environment in a sustainable way. Green marketing, more especially, in recent years, has begun to influence consumer and business activity.

The idea of green marketing came into existence during the 1980's as a result of environmental degradation (Olufunmi, 2022) ^[21]. Today, the need for green marketing has heightened, as environmental issues facing the world have become more pronounced.

Past research on green marketing and consumer purchase behavior has been conducted mainly in developed countries. Consumers all over the world are becoming more concerned about environmental protection. Green marketing is a marketing strategy that can assist businesses in gaining more customers and increasing their profits but only if they do it correctly (Nighat & Muhammad, 2017) ^[18]. Green marketing, on the whole, benefits nations more. Benefits include ensuring long-term growth and profitability, saving money in the long run, assisting companies in marketing their products and services, keeping environmental aspects in mind, assisting in accessing new markets, and enjoying a competitive advantage. Meanwhile, green marketing faces challenges such as the fact that green products require renewable and recyclable materials which are expensive. It necessitates the use of technology, which necessitates a significant investment in research and development. The majority of people are unaware of green products and their applications; the majority of consumers are unwilling to pay a premium for green products. Despite the fact that green marketing strategies provide more strength to people in globalized countries.

1.1 Statement of the Problem

Several environmental hazards in Nigeria gave rise to youth restiveness in the country and emergence of angry groups came up due to the environmental pollution caused by manufacturing companies that did not appreciate the need to go green. Nigeria has a high level of air pollution, poor water quality, high level of noise from traffic, environmental pollution caused by polymer, a lot of great and rapid decrease energy waste. Companies in Nigeria can use different strategies to encourage green behavior to achieve sustainable development. Due to growing environmental problems and its adverse effects on physical and mental health of human beings a lot needs to be done in advocacy for ethos of greenness. The need to create awareness in consumers in this part of the world as they may not realize that there are environmentally committed organizations-(recycling companies) that they can channel their waste products to rather than litter the environment.

To compound the situation traditional marketing lays too much emphasis on customer demands to the detriment of social and environmental issues. This also applies to a lot of aspects of firms and its marketing efforts. However, previous studies on the link and relationship between green marketing and consumers buying behavior have been inconsistent. Hence the focus of this study will be to further provide insight to do away with these inconsistencies.

1.2 Objectives of the Study

The broad objective of this study is to examine the impact of green marketing on consumer buying behaviour. The specific objectives are:

1. Evaluate the impact of green advertisement on consumers' patronage in selected shopping malls in Enugu Nigeria.
2. Ascertain the impact of green packaging on consumers' purchase intention in selected shopping malls in Enugu

Nigeria.

3. Determine the impact of green sales promotion on consumers' repeated purchase in selected shopping malls in Enugu Nigeria.

2. Conceptual Literature

2.1. Green Marketing

Green marketing is one method of influencing consumer purchasing behavior, and it strongly encourages consumers to buy environmentally friendly products. Moreover, bring their attention to the benefits of their purchasing habits, both for themselves and the environment. Green advertising, according to cited in Olufunmi, (2022) ^[21], has three components. To begin, the company will issue a statement about the environment. Second, by changing its procedure from the green advertisement, the company will demonstrate its concern and dedication to improving the environment. Third, green advertising will promote specific environmental actions in which the company is involved (Olufunmi, 2022) ^[21]. The dependability and influence of green marketing is a major issue for marketing managers who try to be environmentally responsible and expect a compensation from consumers for their proper behavior, as marketing managers and marketing professionals need to master environmental information, communication, and presentation of environmental information in advertisements (Nighat & Muhammad, 2017) ^[18].

2.1.1 Consumer Buying Behaviour

Consumer buying behaviour is defined as the mental, emotional and physical activities that people engage when selecting, purchasing using and disposing of products and services in order to satisfy need and desires (Adeolu, Taiwo & Matthew, 2019) ^[4]. It includes purchasing and other consumption related activities of people engaging in exchange process. Adelaar, Charig, Lanchnolorfer, Lee & Morimoto (2021) ^[3] defined consumer behaviour as the study of the process involved when individuals or groups select, purchase, use, dispose of product, service, ideas or experiences to satisfy needs and desire. Consumer behaviour is defined as the acquisition, consumption and disposition of products, service, time and ideas by decision making units. It is the body of knowledge which studied various aspect of purchase and consumption of products and services by individuals with various social and psychological variable of pay.

2.2 Contextual Literature

2.2.1 Green Advertisement and Consumer Buying Behaviour

Advertising influences individual's attitudes, behaviour and life style. It is one of major source of communication tool between the producer and the user of product. For a company product to be a well-known brand, they must invest in their promotional activities especially advertising (Ampofo, 2020) ^[7]. Advertising was defined by Anyanwale, Alimi & Ayanbimpe, (2020) ^[9] as a communication process, marketing process, economic process, social process, a public relations process or information and persuasion process. Anyanwu, Okorie and Abiodun, (2018) ^[10] defined advertising as a paid, non-personal communication through various media by business firms, non-profit organizations and individuals who are in some way identified in the advertising message and who hope to inform persuade

member of a particular audience. Advertising as a promotional strategy provides a major tool in creating product awareness and condition the mind of a potential consumer to decide finally on what to buy (Anyanwu, Okorie and Abiodun, 2018) ^[10]. Adeolu, Taiwo and Matthew (2019) ^[4] opined that advertising message is to establish a basic awareness of the product or service in the mind of the potential consumer and to build up knowledge about it. Advertising is a non-personal and paid form where ideas, concepts, products or services and information are promoted through media by an identified behavior. Advertising by television enable message of advertising to reach wide variety of audience or consumers and is one of the best advertising medium especially of goods and services, organizations, idea etc.

2.2.2 Green Packaging and Consumer Buying Behaviour

Packaging is the container for a product – encompassing the physical appearance of the container and including the design, colour, shape, labelling and materials used” (Arens, 2020) ^[11]. Ahaiwe and Ndubuisi, (2021) ^[6], defines packaging as all the activities of designing and producing the container for a product. Packaging can be defined as the wrapping material around a consumer item that serves to contain, identify, describe, protect, display, promote and otherwise make the product marketable. Packages are found to attract attention (Agariya, Johari, Sharma, Chandraul & Singh, 2019) ^[5]. Underwood, Klein and Burke, (2018) ^[23] through focus groups they carried out found that both visual and informational elements in design packaging influenced purchase decisions. This is the reason marketers constantly use attractive visual imagery, recognizable characters, color and design to ensure their product stands out to consumers. The provision of information to the consumer is the primary function of packaging. The earliest forms of packaging reflected this communicative function. Reading the label on the packaging should inform consumers about the contents of the product, its ingredients, its recommended preservation and use. Packaging law requires that an increasing number of facts be mentioned. The colourings present in the food must be clearly indicated, and protected brand names oblige manufacturers to ensure that any statements made about the origin and composition of the product is a fact. The instructions for use have also come under the close scrutiny of consumers and their representatives. Packaging represents one of the most important vehicles for communicating the brand message directly to the target consumer (Underwood, Klein & Burke, 2018) ^[23].

2.2.3 Green Sales Promotion and Consumer Buying Behaviour

The International Chamber of Commerce (ICC) defines sales promotion as "Marketing devices and techniques which are used to make goods and services more attractive by providing some additional benefit, whether in cash or in kind, or the expectation of such a benefit "(Abebe, (2018) ^[1]. Cited in Eniola and Olorunleke, (2020) ^[14] opined that there are three main categories of Sales Promotion: (1) Consumer promotions (premiums, gifts, competitions and prizes, e.g. on the back of breakfast cereal boxes); (2) Trade promotions (point-of-sale materials, free pens and special terms, diaries,

competition prizes, etc); and (3) Sales promotions are comparatively easy to apply, and are likely to have abrupt and considerable effect on the volume of sales. Previous studies on the effectiveness of consumer sales promotion have focused on monetary sales promotions (Kotler, 2017) ^[16]. However, in practice, both monetary and non-monetary sales promotions are used widely. There are important differences between these two types: monetary promotions (e.g. shelf-price discounts, coupons, rebates and price packs) tend to provide fairly immediate rewards to the consumer and they are transactional in character; non-monetary promotions (e.g. sweepstakes, free gifts and loyalty programmes) tend to involve delayed rewards and are more relationship-based. In assessing the effectiveness of sales promotions it is necessary look at the various types of sales promotion.

2.3 Theoretical Literature

The study was anchored on the stakeholders' theory. The theory was propounded by Freeman in 1984. The theory is a theory of organizational management and business ethics that addresses morals and values in managing an organization. It was originally detailed by *Ian Mitroff* in his book "Stakeholders of the Organizational Mind", in 1983 in San Francisco. This theory is regarded as the most fundamental challenge to the agency theory because it emphasizes that the purpose of firm should be defined broader than the mere maximization of shareholder welfare. Other parties who have interest in firm's long term success should also be taken into account when a firm's objective function is defined. Supporters of the theory believe that the theory is more equitable and socially efficient. These stakeholders include employees, suppliers and customers. These supporters believe that ethical treatment of stakeholders will benefit the firm because trust relationships are built with stakeholders. In defining stakeholder theory, stated that the firm is a system of stakeholders operating within the larger system of the host society that provides the necessary legal and market infrastructure for the firm's activities.

2.4 Empirical Literature

Jeevarathnam and Tushya (2016) ^[15] examined influence of green marketing on consumer purchase behavior. Specifically, the study sought to examine the influence of green marketing on the purchasing behavior of South African consumers. A survey was conducted on a sample of 100 consumers using a quantitative, exploratory and descriptive design. The results indicate that South African citizens have high knowledge levels on the issues facing the environment. Elements of the green marketing mix, specifically, green promotion, were found to raise awareness and encourage positive change in consumption behavior. A large proportion of respondents preferred to patronize socially responsible retailers. The study recommended that customers should be empowered to take their decisions to buy the green products. This will create customer brand evangelists. The green marketing down the decades shall provide an opportunity to enhance the performance of the product, get customer loyalty and maintain the environment of the globe. Oshma, (2017) ^[22] conducted a study to examine the influence of green marketing on customers buying behavior. Specifically, the study is focused on how to evaluate the

relationship between green marketing tools and customers buying behavior and to understand the government policies that help in formulating green marketing policies. The data is collected through questionnaire where it is divided into six sections. The first part is for demographic details. Second part focuses on customers perceiving on environmental awareness. The third part focuses on pricing, fourth on product features, fifth focuses on promotion and the last is on our dependent variable customer buying behavior. The tools used for analysis is factor analysis, Descriptive and multiple regression analysis. From the study we find that the respondents agree that the environment awareness are helpful in providing content about the eco-friendly products, the other factors fall in line with the customer buying behavior. The hypothesis results show that there is a significant relationship between Green product features and customer's buying behavior. The study recommended that customers need to be educated about the green products, its benefits and how it shall help to maintain the eco- system or the environment.

Ayodele, Ejiro and Eguononefe, (2017) ^[12] conducted a study to investigate the effect of green awareness on consumers' purchase intention of environmentally-friendly electrical products. In order to achieve this objective, survey research design was adopted and the population of study comprises post-graduate students of Nnamdi Azikiwe University, Awka, Nigeria. A sample size of 345 respondents was statistically drawn out from the population size of 2499 students using Taro Yamane's formula. Stratified random sampling was adopted and the research instrument was a questionnaire. Hypotheses were tested using multiple regressions. It was found out that environmental concerns, green social influence and brand strength have positive and statistically significant effect on consumers' purchase intention of environmentally-friendly electrical products. The study recommended that government through her regulatory agencies should enforce laws and guidelines that will educate and influence public awareness on the need to act pro-environmentally.

Olufunmi, (2022) ^[21] examined the effect of green marketing on customer satisfaction. The specific objective of the study was to identify the role of green marketing on customer satisfaction in PZ Cusson Nigeria Plc. The data for this study was obtained from primary sources. They were gathered using questionnaire structured on the basis of the research hypothesis. The researcher sampled employees of PZ Cusson Nigeria Plc using simple random sampling. The researcher however made use of 200 respondents for this study. Following the major findings of this study, it was found that the study also showed that Green product has effect on customer satisfaction, green promotion has effect on customer satisfaction, green distribution has effect on customer satisfaction and green price has effect on customer satisfaction. The study recommended that government should increase awareness on uses of green products and offer more subsidy and sources of selling them. Green product quality should be better than standard product and also avoid

adulteration of green products.

3. Methodology

Study Area was Enugu State, Nigeria. The research design of the study was descriptive survey design. The study used structured questionnaire to obtain data. The choice of location was based on proximity, effective coverage and cost minimization. The population of this study comprised of infinite customers of shopping malls in Enugu State. Slip of paper sample technique was used to select three (3) shopping malls in Enugu State namely: Shoprite shopping mall, Games shopping and Spar shopping malls. The Cochran sample technique for uncountable population was 225 sample size. Research questions were answered using frequency, mean and standard deviation. The hypotheses stated were tested using single regression.

4. Data Presentation and Analysis

Table 1: Summary of Copies of Questionnaire Distributed

Title	Frequency	Percentage
Questionnaire Distribution		
Questionnaires Distributed	225	100%
Returned Questionnaires	175	78%
Not Returned Questionnaires	50	22%
Gender		
Female	89	50.9%
Male	86	49.1%
Age Bracket		
20-30 Years	101	57.7%
31-40 Years	52	29.7%
41-50 Years	17	9.7%
51 Years – above	5	2.9%
Marital Status		
Married	74	78.3%
Single	31	18.3%
Widow/widower	50	1.1%
Divorce	20	2.3%
Academic Qualifications		
SSCE	15	42.3%
OND	29	17.7%
HND/B.Sc	45	28.6%
MBA/M.Sc	86	11.4%

Sources: Field Survey, 2022

Two hundred and twenty five (225) copies of questionnaires were designed and distributed to the respondents. Out of the 225 Questionnaires distributed, 175 (78%) were completed and returned while 50 (49.1%) were not returned. Therefore, 78 percent respondents were a good representation. The study showed the respondents profile in frequency and percentage distribution of gender, age bracket and marital status.

4.1 Data Analysis

Question One: What is the extent to which green advertisement impacts on consumers' patronage in selected shopping malls in Enugu Nigeria?

Table 2: Mean rating of responses of respondents on the extent to which green advertisement impacts on consumers' patronage in selected shopping malls in Enugu Nigeria

S/N	Questionnaire Item	VHE(5)	HE(4)	M(3)	LE(2)	VLE(1)	Total	Mean	SD
1	Internet advertising provides media to reach out customers worldwide very easily even beyond geography where the products or services are produced	545	148	42	20	5	760	4.343	0.102
		109	37	14	10	5	175		
		62%	21%	8%	6%	3%	100%		
2	Celebrity advertisement builds brand awareness in much more quickly than traditional types of advertising	435	228	36	22	8	729	4.166	0.088
		87	57	12	11	8	175		
		50%	33%	7%	6%	5%	100%		
3	Celebrity advertisement also helps to breathe life into a failing handicraft brand.	465	204	66	14	2	751	4.291	0.098
		93	51	22	7	2	175		
		53%	29%	13%	4%	1%	100%		
4.	Outdoor advertising help to tailor advertisement message to the location of the prospective customers.	500	136	60	24	9	729	4.234	0.093
		100	34	20	12	9	175		
		57%	19%	11%	7%	5%	100%		
Grand Mean								4.258	0.0952

This table shows that the respondents indicated their option on the impact of green advertisement on consumers' patronage in selected shopping malls in Enugu Nigeria. The research items 1,2,3,4 have mean score of above 4.0 point respectively and it was rated great extent by respondents. The study revealed that green advertisement has significant

impact on consumers' patronage in selected shopping malls in Enugu Nigeria since grand mean (4.258) is greater than cut-off mean (3.00).

Question Two: What is the extent to which green packaging impacts on consumers' purchase intention in selected shopping malls in Enugu Nigeria?

Table 3: Mean rating of responses of respondents on the extent to which green packaging impacts on consumers' purchase intention in selected shopping malls in Enugu Nigeria?

S/N	Questionnaire Item	VHE(5)	HE(4)	M(3)	LE(2)	VLE(1)	Total	Mean	SD
1	Color in package item relates the product to cleanliness and freshness and packaging material quality relates to product quality	510	188	42	14	5	759	4.337	0.101
		102	47	14	7	5	175		
		5%	27%	8%	4%	3%	100%		
2	Packaging serves as a tool for differentiation and imparts unique value to products	535	228	21	6	1	791	4.520	0.115
		107	57	7	3	1	175		
		61%	33%	4%	2%	1%	100%		
3	Packaging enhances its product image and influences consumer's perceptions about product	465	204	66	14	2	751	4.291	0.098
		93	51	22	7	2	175		
		53%	29%	13%	4%	1%	100%		
4.	Packaging drives impulse for purchases and product Size/quantity influence consumer patronage	505	132	60	24	9	730	4.171	0.089
		101	33	20	12	9	175		
		58%	19%	11%	7%	5%	100%		
Grand Mean								4.332	0.100

This table shows that the respondents indicated their option on the impact of green packaging on consumers' purchase intention in selected shopping malls in Enugu Nigeria. The research items 1,2,3,4 have mean score of above 4.0 point respectively and it was rated great extent by respondents. The study revealed that green packaging has significant impact on

consumers' purchase intention in selected shopping malls in Enugu Nigeria since grand mean (4.332) is greater than cut-off mean (3.00).

Question Three: What is the extent to which green sales promotion impacts on consumers' repeated purchase in selected shopping malls in Enugu Nigeria?

Table 4: Mean rating of responses of respondents on the extent to which green sales promotion impacts on consumers' repeated purchase in selected shopping malls in Enugu Nigeria

S/N	Questionnaire Item	VHE(5)	HE(4)	M(3)	LE(2)	VLE(1)	Total	Mean	SD
1	Demonstration sales promotion is targeted at the right audience and gain brand awareness	460	188	42	24	10	724	4.137	0.086
		92	47	14	12	10	175		
		53%	27%	8%	7%	6%	100%		
2	Free sample sales promotion attract and increase qualified customers traffic at the best time	435	228	36	22	8	729	4.166	0.088
		87	57	12	11	8	175		
		50%	33%	7%	6%	5%	100%		
3	Premium offer sales promotion show differentiation product from product of competitors and offer more value to customers.	515	164	36	20	9	744	4.251	0.095
		103	41	12	10	9	175		
		59	23%	7%	6%	5%	100%		
4.	Free gift sales promotion creates interactive customer relationship and builds reputation of the organization.	500	136	60	24	9	729	4.234	0.093
		100	34	20	12	9	175		
		57%	19%	11%	7%	5%	100%		
Grand Mean								4.197	0.0905

This table shows that the respondents indicated their option on the impact of green sales promotion on consumers' repeated purchase in selected shopping malls in Enugu Nigeria. The research items 1,2,3,4 have mean score of above 4.0 point respectively and it was rated great extent by respondents. The study revealed that green sales promotion has significant impact on consumers' repeated purchase in selected shopping malls in Enugu Nigeria since grand mean (4.197) is greater than cut-off mean (3.00).

4.2 Test of Hypotheses

The three hypotheses were formulated for this study and will be tested and a decision taken is based on the rule below.

Decision rule: Reject H₀ if P-value > 0.01

4.2.1 Hypothesis One

H₁ = Green advertisement has no significant impact on consumers' patronage in selected shopping malls in Enugu Nigeria.

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972 ^a	.944	.944	.28120

a. Predictors: (Constant), Green Advertisement

Table 6: ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	230.514	1	230.514	2915.098	.000 ^a
	Residual	13.680	173	.079		
	Total	244.194	174			

a. Predictors: (Constant), Green advertisement
b. Dependent Variable: Consumer patronage

Table 7: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-.138	.082		-1.674	.096
	Green Advertisement	1.012	.019	.972	53.992	.000

a. Dependent Variable: Consumer patronage

In testing this hypothesis, green advertisement was regressed against consumer patronage. The result of the single-regression analysis showed the model to examine the impact of green advertisement on consumer patronage in selected shopping mall in Enugu State.

Consumer patronage = 0.138 + 1.012 Green advertisement

The empirical result showed that the coefficient of green advertisement has positive impact on consumer patronage; it means that green advertisement has positive and direct impact on consumer patronage. The results of the t – statistics denoted that the coefficient was statistically significance. This is because observed values of t – statistics (53.992) is greater than its P-values (0.000). The results of the F – statistical test showed that the overall regression of the

hypothesis one was statistically significance. This was because observed value of the F – statistics (2915.098) was great than its P-value (0.000). Again, our empirical result showed that the Pearson product moment correlation analysis (r) was 0.972. The strength of relationship between the two variables was high. However, we rejected the null hypothesis and concluded that advertisement strategy has significant impact on consumer patronage in selected shopping mall in Enugu State.

4.2.2 Test of Hypothesis Two

H₂ = Green packaging has no significant impact on consumers' purchase intention in selected shopping malls in Enugu Nigeria.

Table 8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.895 ^a	.801	.799	.53062

a. Predictors: (Constant), Green packaging

Table 9: ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	195.484	1	195.484	694.285	.000 ^a
	Residual	48.710	173	.282		
	Total	244.194	174			

a. Predictors: (Constant), Green packaging
b. Dependent Variable: Consumer purchase intention

Table 10: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.583	.259		9.964	.000
	Green packaging	1.493	.057	.895	26.349	.000

a. Dependent Variable: Consumer purchase intention

In testing this hypothesis, green packaging was regressed against consumers' purchase intention. The result of the single-regression analysis showed the model to examine the impact of green packaging on consumers' purchase intention in selected shopping malls in Enugu Nigeria.

Consumers' purchase intention = 0.583 + 1.493 Green Packaging

The empirical result showed that the coefficient of green packaging has positive impact on consumers' purchase intention; it means that green packaging has positive and direct impact on consumers' purchase intention. The results of the t – statistics denoted that the coefficient of green packaging was statistically significance. This is because observed values of t – statistics (26.349) was greater than its

P-values (0.000). The results of the F – statistical test showed that the overall regression of the hypothesis one was statistically significance. This was because observed value of the F – statistics (694.285) was great than its P-value (0.000). Again, our empirical result showed that the Pearson product moment correlation analysis (r) was 0.895. The strength of relationship between the two variables was high. However, we rejected the null hypothesis and concluded that green packaging has significant impact on consumers' purchase intention in selected shopping malls in Enugu Nigeria.

4.2.3 Test of Hypothesis Three

H₃ = Green sales promotion has no significant impact on consumers' repeated purchase in selected shopping malls in Enugu Nigeria.

Table 11: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.949 ^a	.901	.900	.37405

a. Predictors: (Constant), Green sales promotion

Table 12: ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	219.989	1	219.989	1572.297	.000 ^a
	Residual	24.205	173	.140		
	Total	244.194	174			

a. Predictors: (Constant), Green sales promotion
b. Dependent Variable: Consumers' repeated purchase

Table 13: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.583	.259		9.964	.000
	Sales Promotion Strategy	1.493	.057	.895	39.652	.000

a. Dependent Variable: Consumers' repeated purchase

In testing this hypothesis, green sales promotion was regressed against consumers' repeated purchase. The result of the single-regression analysis showed the model to examine the impact of green sales promotion on consumers' repeated purchase in selected shopping malls in Enugu Nigeria.

Consumers' repeated purchase = 0.539 + 1.083 Green sales promotion

The empirical result showed that the coefficient of green sales promotion has positive impact on consumers' repeated purchase; it means that green sales promotion has positive and direct impact on consumers' repeated purchase. The results of the t – statistics denoted that the coefficient of green sales promotion was statistically significance. This was because observed values of t – statistics (39.652) was greater than its P-values (0.000). The results of the F – statistical test showed that the overall regression of the hypothesis one was statistically significance. This was because observed value of the F-statistics (1572.297) was great than its P-value (0.000).

Again, our empirical result showed that the Pearson product moment correlation analysis (r) was 0.949. The strength of relationship between the two variables was high. However, we rejected the null hypothesis and concluded that green sales promotion has significant impact on consumers' repeated purchase in selected shopping malls in Enugu Nigeria.

5. Summary of the Findings

The following are the major findings of the study

1. The study revealed that green advertisement has positive and significant impact on consumers' patronage in selected shopping malls in Enugu Nigeria since internet advertising provides media to reach out customers worldwide very easily even beyond geography where the products or services are produced (t-statistics (53.992) > P-value (0.000).
2. The study revealed that green packaging has positive and significant on consumers' purchase intention in selected shopping malls in Enugu Nigeria since packaging serves as a tool for differentiation and imparts unique value to

products (t-statistics (26.349) > P-value (0.000).

- The study revealed that green sales promotion has positive and significant on consumers' repeated purchase in selected shopping malls in Enugu Nigeria since free gift sales promotion creates interactive customer relationship and builds reputation of the organization (t-statistics (39.652) > P-value (0.000).

5.1. Conclusion

The study concluded green marketing has positive and significant impact on consumer buying behaviour. Celebrity advertisement builds brand awareness in much more quickly than traditional types of advertising, celebrity advertisement also helps to breathe life into a failing handicraft brand and outdoor advertising help to tailor advertisement message to the location of the prospective customers. Color in package item relates the product to cleanliness and freshness and packaging material quality relates to product quality, packaging enhances its product image and influences consumer's perceptions about product and packaging drives impulse for purchases and product size/quantity influence consumer patronage. Demonstration sales promotion is targeted at the right audience and gain brand awareness, free sample sales promotion attract and increase qualified customers traffic at the best time and premium offer sales promotion show differentiation product from product of competitors.

5.2. Recommendations

The following recommendations were made from the findings of the study.

- Government to reinforce the practice by using relevant authorities like Nigeria National Environmental Authority to ensure shopping malls in Enugu State adopt green marketing practices. This study recommends government intervention in regulating taxes imposed on packaging materials thus promoting environmental conservation.
- Government should put in place intervention initiatives to enable supermarkets to package their products with biodegradable materials and educate consumers on green products using appropriate media channels.
- The top management of shopping malls in Enugu State should be in the front line to institutionalize green marketing culture to the organization. Consumers need to be sensitized about green products by shopping malls management by social responsibility programmes. Therefore, this study recommends that continuous awareness to be done to consumers on green products for them to continue to purchase the green products.

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