

## Green Pricing and Consumer Buying Behaviour of Fast Moving Consumer Goods in Lagos State

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### Abstract

Green marketing (proxied by green price) is aimed at the creation and distribution of eco-friendly products and services that not only satisfy consumers' needs and wants, but maintain society's well-being and environmental safety. Patronage of eco-friendly products however appears to be constrained by conflicting perceptions of consumers, among which are that, compared with conventional products, eco-friendly products are too expensive. Thus, companies are using various means to persuade the consumer segments who are environmentally conscious to change their attitudes from the conventional products towards green products. Consequently, this study examined the relationship between green price and consumer buying behaviour of fast moving consumer goods in Lagos State, Nigeria. Descriptive survey research design was adopted for the study. The population of the study consisted of 6,160,991 consumers. The Yamane formular was used to arrive at a sample size of 560. Non-probability and convenience sampling technique was adopted. Cronbach Alpha reliability for constructs is 0.84. The data collected was analyzed using the linear regression analysis. Findings revealed that there was a significant relationship between Green marketing and Consumer Buying Behaviour ( $r=0.889$ ;  $r^2=0.790$ ;  $p=0.000$ ). Green Price:  $r=0.859$ ;  $r^2=0.737$ ;  $p=0.000$ , significantly affected consumer buying behaviour. In conclusion, green marketing practices positively influenced consumer buying behaviour of fast moving consumer goods in Lagos State. Green pricing strategy is one of the crucial strategies that cannot be left out by competitive organizations. The study thus recommended that for green products, emphases should be placed on pricing strategy in a synergistic manner.

**Keywords:** *Green Marketing, Green Price, Green Product, Green economy, Green growth, Sustainable Development, Environment, Ecosystem.*

### **Background to the Study**

The business world today is a world of competition and preserving the environment has become necessary for any competitive organization in the global market. In order to keep up with the changing business environment and consumer needs, many organizations around the globe have been forced to adopt green marketing practices for social responsibility issues (Hamdi, Ghaffari, & Afsordegan, 2011). As a result, the challenges demanded by rapid globalization, increased competition, technological developments, and acceleration of changes calls on organizations to frequently review their sales and promotional strategy to keep up with the changing society. Therefore sustenance of existing customers and attracting new ones in recent times has become a critical factor in today's world of business.

Many of the studies on the impact of green marketing (proxied green price) on consumer buying behaviour were done outside Nigeria. Considering the case of green price; a lower price caused by cost saving could encourage consumers to buy environmentally friendly products. When the demand for a product is price responsive, a lower price could be a more successful strategy for the company. When the price is held at the same level, positive properties of the product about the environment can be used as a competitive advantage element. In case the price of the product is higher, importance should be given to promotion of differentiated green product and also there should be consumers ready to overpay for the product. In this case, important thing is level of price (Emgin and Turk 2004). Grail Research conducted a survey on 520 US Green consumers in June 2009. According to this study, consumers who never bought green products are deterred from purchasing them because they are perceived to be too expensive. Thus this research seeks to investigate if "Price is the main reason consumers choose not to buy green products" (Grail 2010). Therefore the study examined the relationship between green price(s) on consumers' buying behaviour of fast moving consumer goods in Lagos State

Several earlier researches indicate that consumers are willing to pay more for products that are beneficial toward the environment (Shrum, McCarty, & Lowrey, 1995; Cason & Gangadharan, 2001; Kirchoff, 2000). Laroche (2001) found that consumers' household income does not influence their willingness to pay for environmentally friendly products. It is important to note that the target population of all of these surveys contains consumers of Western countries. Limited research is found on how income affects green consumerism. Research findings about this relationship in the seventies and eighties contradict. For instance Henion (1976) found that green consuming behaviour was consistent across income groups, whereas Sandahl and Robertson (1989) found that the green consumer has a lower income than average.

Other more recent research implies that there is a relationship between income and the degree of green consumerism. In a study of Lockie, Lyons, Lawrence and Mummery (2002) a group of environmental conscious consumers is identified, who limit their consumption of organic food (an example of green products) because of higher costs. In this same study evidence is found that green products with a higher price (premiums) makes them less affordable for lower income groups whereas these lower income groups are not necessarily less interested in green products. Arora and Gangopadhyay (1995) discussed the affordability of a cleaner environment, they stated that consumers with different incomes

have different abilities to pay for environmentally friendly products. With their model (where affordability was built in) they explain why there is a greater demand for environmental quality in developed countries.

### **Objective of the Study**

The main objective of this study is to establish the effect of green price(s) on consumers' buying behaviour of fast moving consumer goods in Lagos State;

### **Research Hypothesis**

There is no significant effect of green price and consumer buying behaviour of fast moving consumer goods.

### **Literature Review**

#### **Concept of Green Price**

According to the AMA, the price is “the formal ratio that indicates the quantities of money goods or services needed to acquire a given quantity of goods or services (marketingpower.com). Green price is the value or money needed to acquire eco-friendly products (Ajike 2015). Some of consumers view the price of eco-friendly products as more expensive than the conventional ones (Chang, 2011) and others view it not due to the healthy part of the products (Magali Morel & Francis Kwakye 2012). The benefits of the products make some of the consumers go extra mile to pay more for the products. They believe that it will preserve the deterioration of the earth so spending or bearing extra cost is worthy of the cause. According to a survey made in the 27 European countries on 27,000 respondents (around 1,000 per country) around 75% of the respondents are ready to pay more for green products and the Swedish have one of the highest percentages: 88,8% (Pirani and Secondi, 2011).

Moreover, another survey involving 238 students demonstrated that 92% of the respondents were also ready to pay more for eco-friendly products. However according to another survey made on a sample of 808 Belgian consumers (students, academic staff and administrators of Ghent University) only 10% of the sample was willing to pay a 27% price premium (De Pelsmacker, Geuens, & Den Bergh 2009). Even if consumers develop positive attitude toward ethical products, their behaviour does not necessarily transform into action i.e. purchase decision. Furthermore Mandese (1991) as cited in cited in (Purohit, 2011) showed that “emerging green market does not necessarily indicate that consumers would attempt to purchase environmentally friendly products for higher prices.

Indeed even green consumers are quite price-sensitive. So there is a willingness to pay more for green products but till a level, in this survey project we also mention this willingness to pay more but as our sample are composed of students and other consumers such as employed or unemployed people with different levels of income, the findings could be more generalized to the population. Price is perceived by consumers as a sign of quality (Kotler and Keller, 2009). This belief about the existence of a price-quality relationship is pervasive (Solomon et al., 2010) because it is not always true that the more a consumer pays for a product the more it is a good quality product, indeed the price is not the only attribute of a product.

### **Green Economy**

The UNEP report “Towards a green economy” defines a green economy as “one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities.” Green economy is buttressed by three major pillars (1) low-carbon technology (2) resource - use efficiency and (3) socially inclusive growth. Such a framework is of particular importance to Nigeria. The severe poverty in the midst of plenty and the extensive environmental degradation across all regions in Nigeria, are in many ways linked to a high dependence on the exploitation of natural resource in inefficient ways for livelihood activities; which reinforces the cycle of under development. A shift to a green economy framework could provide Nigeria with tremendous opportunities to benefit from her rich natural resource endowments as it strives to pursue sustainable development. Achieving the benefits of a green economy, however, will require the Nigerian government to put in place the institutional framework of which a functional and vibrant national council of sustainable development (NCSD) will be pivotal. For smooth and successful transition to a green economy, Nigeria must take full advantage of the report of the Trade policy and Planning Unit of the United Nations Environment Programme (UNEP). This report is a key component of the green economy and Trade Opportunities Project (GE – TOP). The report stated the types of opportunities arising from the transition namely trade in environmental goods and services, standards and certification, and the greening of global supply chains. The report then presented a comprehensive sectoral analysis. The necessity for greening products and processes is aided by growing opportunities with regard to market desirability and added value. Sustainable agricultural methods can increase productively and there will be growing market for business-to-business trade in the verification and certification of production methods and goods. Moreover, green energy represents a growing and potentially large industry, and emerging economies are becoming significant players in the trade in environmental goods and services.

### **Green Buying Behaviour**

In Dileep Kumar (2013) Green consumerism or green buying behaviour is one of the pro-environmental behaviour. It refers to purchasing and consuming products that have minimal impacts on the environment (Mainieri, et al., 1997). There are different terms by different scholars used interchangeably with green buying behaviour (Kim, 2002; Kim and Choi, 2003, 2005 in Dileep Kumar 2013) such as pro-environmental purchase behaviour (Soutar, et al., 1994; Tilikidou, 2006), environmentally responsible purchase behaviour (Follows and Jobber, 2000); and green purchase behaviour (Shamdasani, et al., 1993; Mostafa, 2007). Kar, (2010) indicates that the consumer behaviour has changed greatly over the last 25 years but it has been evolutionary and the seeds of change have been apparent for generations. Due to the heightened awareness and promotion of protecting the natural environment, customers are increasingly considering boycotting high-polluting products and services (Dileep Kumar 2013). In the past, enterprises tended to pursue the goal of maximizing organizational profits with little consideration to environmental concerns (Charter and Polonsky, 1999). However, the innovative green idea was gradually included in the most critical goals of marketing that minimized the damage level to the natural environment, as well as decreased the negative impact of human pollution and created ecological benefits for the entire world (Fisk, 1974). None the less Polonsky (1994) expressed that manufacturers as well as service firms have recently shifted their manufacturing

production, service and advertising to address customers' needs for better environmentally safe products and services (Coddington, 1993; Dileep Kumar 2013).

It has further observed an increase of the ecological conscience of consumers which results in the increased demand for green products, a phenomenon that is well exploited by a great number of enterprises, which start offering green products and services (Vandermerwe and Oliff, 1990; Salzman, 1991; Ottman, 1992; Peattie and Ratnayaka, 1992; Chan, K., 1999). Some relevant research has argued that the consumers that are interested in environmental matters take their purchasing decisions with criteria beyond the usual consuming models. Thus, it is observed that they reject excellent technical products because they are conscious of their damaging consequences in the environment due to the productive process or their disposal or because this is a way to show that they disapprove certain activities of their producers, suppliers or investors (Drucker, 1973; Bernstein, 1992; Peattie, 1995; Peattie, 1999). A research of the Greek market (2009) about the "green marketing", realized by the Athens Laboratory of Research in Marketing and in collaboration with the Centre of Sustainability (CSE) proved among others that the overwhelming majority of the consumers (92.8%) have a positive attitude towards the enterprises that are sensitive on environmental matters.

## **Theoretical Framework**

### **Marginal Utility Theory**

Marginal utility theory was developed by classical economists. According to them a consumer will continue to buy such products that will deliver him the most utility or maximum satisfaction at relative prices. Economists hold the view that man is rational in all the activities and purchasing decisions are the result of economic calculations. This theory brought out two laws that are said to govern consumer buying behaviour. These include law of Diminishing marginal utility and law at Equi-marginal utility. As per the law of diminishing marginal utility, a consumer satisfies his wants in order of their urgency and that he consciously or unconsciously weighs in his mind the price he has to pay for the utility of each product he buys. In the case of Law of Equi-marginal Utility, so as to maximise satisfaction, consumer arranges his expenditure in such a way that his marginal utilities from different items are equalized by a process of substitution of product or more utility for one possessing less utility.

However, the economists only partially accept this theory on the ground that economic factors alone cannot explain variations in sales and decision of purchase by consumers, but it is influenced by many psychological and sociological factors. On account of these, economists have attempted to refine it by providing improvements and thereby formulated indifference curve analysis and theory of revealed preferences. In the indifference curve analysis, the overall consumer choice problem is structured as a relative choice between product alternatives within constraints related to price, income and the available budget. Similar type of refinement of the utility theory has also been made by Samuelson in his Revealed preference theory and by Armstrong in his Marginal Preference theory (Gandhi 1991). While the utility approach is micro in character, there are important macro theories also.

### **Psychological Law of Consumption**

Keynes's Psychological Law of Consumption is the basis to income theory. This law is a statement of very common tendency that when income increases, consumption also increases, but not to the same extent as the increase in the income. This law depends upon three related propositions, (i) when the aggregate income increases, consumption expenditure also increases, but a smaller amount. (ii) an increment of income will be divided in some ratio between saving and spending. (iii) an increase in income is unlikely to lead either to less spending or less saving than before. This theory highlights the fact that consumption essentially depends upon income and that income earners always have a tendency to spend less on consumption than the increment in income.

However there are critics against this theory stating that there are many other non income factors which influence consumption spending especially in the short run. The four general theories on the determinants of total consumer spending are; (a) The Absolute Income Hypothesis, (b) The Relative Income Hypothesis, (c) The Permanent Income Hypothesis, and (d) The Life Cycle Hypothesis. Each theory was put forward originally in terms of individual behaviour and then generalized to aggregate behaviour and each hypothesis postulates a relationship between consumption and income, though the concepts underlying these terms may vary substantially.

### **The Theory of Consumerism - Impact on Consumer Behaviour**

The business concerns are dependent on the consumer not only for its survival but also for its growth. However, though consumer is considered as king, in reality he/she is not a king, he is a prince without a privy purse and is often distinguishable from a serf or pamper. He pays more and earns less in reality. He is one to suffer from acute shortage of essential commodities. Shortage in weight and measurement, deceptive and misleading advertisement, cartels, profiteering and deficient services are adopted by traders of both public and private sectors.

It was President John F. Kennedy (Kotler and Armstrong 1995), who introduced the Bill of Rights of the consumer and gave an impetus to the international consumer movement. The day (March 15, 1962) that he announced the first Bill of Rights of the Consumer is celebrated annually as World Consumer Day. He promulgated the four basic rights of consumers they are, right to safety, right to choose, right to be informed and right to be heard. The International Organisation of Consumers Union at Hague added three more rights of consumers i.e. right to redressal, right to consumer education and right to healthy environment. Consumerism is an organised movement of citizens and government to strengthen the rights and powers of buyers in relation to sellers. Consumerists' groups seek to increase the amount of consumer information, education, and protection. Consumerism is a national problem afflicting every section of the society, men and women whether old, youth or child, rich or poor, rural or urban literate or illiterate. Consumer protection is a form of social action, which is designed to attain the well being of one group within a society namely the consumers.

## **Methodology**

The design for this study was survey research design of the descriptive type. A survey is a planned collection of data over a large area for the purpose of analyzing the relationships between variables (Oppenheim, 1992). The independent variable of the study was Green marketing (Proxied Green price), while the dependent was consumer buying behaviour. The population of study consisted of selected users and customers of FMCG products in the city of Lagos. The choice of Lagos was based on the fact that the city of Lagos which is the commercial heart of Nigeria; is also the home for most Fast Moving Consumer Goods (FMCG) companies including their distribution units. According to Kehinde (2009), Lagos has the highest concentration of beverage producing firms in South West Nigeria. It is estimated that more than half of the nation's business activities are conducted in Lagos. A sample size of 560 respondents was selected for the study. The sampling method used was the non-probability sampling technique; precisely a convenience sampling in which samples are drawn to the convenience of the researcher” and which is often used in the early stages of research because it allows a large number of respondents to be interviewed in a short period of time (Bryman & Bell, 2011; Shiu et al. 2009). All the 20 local government was covered in order to ensure adequate representation of view and generalizations. The instrument used was structured questionnaire tagged “Green Marketing and Consumer Buying Behaviour Questionnaire” (GMCBBQ) The questionnaire consisted of two sections (A & B); Part A consisted of questions necessary to generate adequate personal information about the respondents, while Part B consist questions necessary to generate useful data for the study, i.e. it measures the variable involved in the green marketing and its impact on consumer buying behaviour. Using a Likert scale of 1-6 where 6 is strongly agree and 1 strongly disagree, scores were given for each question by the respondents. Secondary source also contributed immensely to the study. This was collected from information published in Journals, Magazines, Reports presented at various seminars and meetings, past write-ups, textbooks and research projects. In order to ensure the validity and reliability of the instrument, 50 copies of the questionnaire were pre-tested. The Cronbach-alpha method was used to determine reliability co-efficient of the instrument and the value of 0.84 was obtained for green pricing scale and 0.96 for consumer buying behaviour scale.

The administration of the questionnaire was done by the researchers, which divided themselves into various local government in Lagos state. Out of the 560 copies of the questionnaire distributed to respondents, 537 questionnaires were retrieved representing 95.9% return rate. Statistics such frequency count and percentages were put to use in the analysis of research questions while research hypotheses were tested using simple regression analysis. The research hypotheses were tested at 0.05 level of significance. Analysis was carried out with the aid of Statistical Package for Social Sciences (SPSS).

## **Results**

### **Testing hypothesis**

There is no significant effect of green price and consumer buying behaviour of fast moving consumer goods.

Regression equation  $Y = f(x)$

**Table 1: Model Summary of Green Price**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.859 <sup>a</sup>	.737	.679	.39744	1.821
a. Predictors: (Constant), Green Price					
b. Dependent Variable: Consumer Buying Behaviour					

**Source: Researcher's Analysis of Field Survey, 2015**

Table 1 indicated the model summary of the regression equation  $Y = f(x)$  that predicted the value of Consumer Buying Behaviour reacting to the use of Green Price. The explanation of the values presented is given in the Table below:

**Table 2: Anova table of Green Price**

ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	965.226	1	965.226	11.4215	.000 <sup>a</sup>
	Residual	84.509	535	.158		
	Total	1049.736	536			
a. Predictors: (Constant), Green Price						
b. Dependent Variable: Consumer Buying Behaviour						

**Source: Researcher's Analysis of Field Survey, 2015**

The interpretations of the information provided in the model summary Table about the regression analysis are provided as follow. First, the 'R' column is the correlation between the actually observed independent variables and the predicted dependent variable (i.e., predicted by the regression equation). 'R square' is the square of R and is also known as the 'coefficient of determination'. It states the proportion (or percentage) of the (sample) variation in the dependent variable that can be attributed to the independent variable(s).

In this study, 73.7 per cent of the variation in Consumer Buying Behaviour value appears accounted for by the Green Price. The 'adjusted R square' refers to the best estimate of R square for the population from which the sample was drawn. Finally, the 'standard error of estimate' indicates that, on average, observed Consumer Buying Behaviour value scores deviate from the predicted regression line by a score of .39744. This is not surprising, since it is already known that the regression model explains 73.7 per cent of the variation. It cannot account for the other 26.3 per cent, which most likely represents both measurement error in independent variables as well as other factors that influence consumer buying behaviour



value that have not been considered. From the model summary Table, the result of Durbin-Watson is 1.821 indicating the values to be independent. Hypothesis two, which states that there is no significant relationship between green price and consumer buying behaviour of fast moving consumer goods, was rejected at  $R=.859$ ,  $R^2=.737$ , Adjusted  $R^2=.679$ ,  $DW=1.821$ ,  $F_{(1,536)}=11.4215$ ;  $p<.05$

**Table 3: Coefficients of Green Price**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.593	.048		12.310	.000
	Green Price	.806	.012	.859	78.170	.000
a. Dependent Variable: Consumer Buying Behaviour						

**Source: Researcher's Analysis of Field Survey, 2015**

In Table 3 the choice of green price (0.000)  $p<.05$ , was found to have a significant effect on consumer buying behaviour as an indicator of Consumer Behaviour. The study results indicate that prudence in the choice of green price can influence consumer buying behaviour. The overall regression model shows a significant relationship between consumer buying behaviour and green price. This implies that the hypothesis which states that there is significant relationship between green price and consumer buying behaviour of fast moving consumer goods is statistically significant and is accepted.

**Discussion of findings**

This study investigated the significant relationship between green price and consumer buying behaviour of fast moving consumer goods. The result showed a significant relationship between green price and consumer buying behaviour. A lower price caused by cost saving will encourage consumers to buy environmentally friendly products. When the demand for a product is price responsive, a lower price will be a more successful strategy for the company. When the price is held at the same level, positive properties of the product about the environment can be used as a competitive advantage element. In case the price of the product is higher, importance should be given to promotion of differentiated green product and also there should be consumers ready to overpay for the product. (Emgin and Turk, 2004).

The price is one of the most important factors during the consumer decision making. Most of our sample does not really agree with the fact that green products have reasonable prices; even However the majority of our sample is willing to pay extra for green products' price (in our study: +10%); indeed they develop positive attitudes because our sample tends to be partially agree (21.4%), agree (37.6%), and strongly agree (5.2%) the mean is equal to 3.76). There is a paradox because the more the consumers are ready to pay an extra price the more they should think that this product has a reasonable price, reason for that they should be

ready to pay an extra price. This is in support of the finding of the research work by Pujari, Wright & Peattie (2003); Masui, Sakao, Kobajashi, & Inaba (2003)

Considering feeling that green products are priced higher as compared to conventional product, our results confirm the previous researches made about the willingness to pay an extra price for green products. Indeed as we saw in the literature review, previous studies showed that people think that green products are expensive compared to conventional products (Chang, 2011) but at the same time they are ready to pay more for products that have positive effects on the environment and their health. The findings further support the study of Mangali Morel & Francis Kwakye (2012) in an article “Green Marketing: Consumers Attitude Towards Eco Friendly and Purchase Intention in the Fast Moving Consumer Goods (FMCG) Sector” the study was aimed to explore the influence of the four traditional marketing mix elements, price and purchasing intentions of consumers on eco-friendly products especially FMCG. Furthermore one prospective study was to look into the comparison of the Swedish and Non Swedish, their attitude towards green products. A quantitative research was adopted. It was found that satisfaction goes with purchase intention irrespective of the price attached to the product. Positive attitudes concerning willingness to pay an extra price for green products are also correlated with purchase intention.

Similarly consumers believe that eco-friendly product is defined by the attributes attached to it. This is found also in the work of Aysel Boztepe (2012) “Green Marketing and Its impact on Consumer Buying Behaviour”. According to the results of the analysis, environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviours of the consumers in positive way. Marius Christopher Carl Claudy, (2011) in his thesis “An Empirical Investigation of Consumer Resistance to Green Product Innovation”, aims to advance theoretically and empirically our understanding of consumer resistance, to identify consumers' motives for resisting green innovation and to highlight strategic implications for marketers and policy makers. Emphasis was also laid on prices of green products.

Usama Awan & Muhammed Amer Raza (2011) in their article “Green Consumer Behaviour- Empirical Study of Swedish Consumer Behaviour” aims to provide better opportunity to examine how environmental issues are important in Consumer decision making process and what are the important factors affecting the consumers while taking decision towards electricity providing company. The data was collected through self administered questionnaire and quantitative research methods. The research proves that when consumer makes decision he does not consider only the product but also keep other factors in mind like price, lack of information, etc.,

We accepted Hypothesis which states that there is a significant relationship between green price and consumer buying behaviour because people tend to agree to pay an extra for green products.

There are significant differences between our sample, indeed people having an income are more willing to make an effort to pay an extra price than people without an income, which is logical. But keep in mind that more than half of people who have an income have more positive attitudes towards green products, so we cannot really infer this result to all of the people with incomes. Furthermore, in our study we suggested an extra price of 10% which is not too high, it could be interesting also to know to what extent people are ready to purchase green product until +5% or until +15% for example. Indeed in a previous study made on a sample of 808 Belgian consumers, researchers discovered that only 10% of the sample was ready to pay a 27% price premium (De Pelsmacker et al., 2009,) so according to the amount of the extra, the results can be very different. The result showed that the choice of green price (0.000)  $p < .05$  is significantly related to consumer buying behaviour.

### **Conclusion and Recommendations**

The implementation of this policy is a critical step towards curbing corruption in public finance. This is in line with the commitment of the current administration to combat corrupt practices, eliminate indiscipline in public finance and ensure adequate fund flow that will be channeled to critical sectors of the economy in order to catalyze development. Nigerians are excited at the directive by President Buhari as this will mean that some government agencies that have been known to be withholding funds from the Federal Government are now under compulsion to remit same to the federal treasury. These agencies include: Nigeria Customs Service (NCS), Nigerian National Petroleum Corporation (NNPC), Federal Inland Revenue Service (FIRS), Nigeria Immigration Service (NIMS), Nigerian Maritime Administration and Safety Agency (NIMASA), Federal Airport Authority of Nigeria (FAAN), Nigerian Ports Authority (NPA), etc. Finally, the system will likely reduce the mismanagement of public funds by revenue-generating agencies. It is also expected to help check excess liquidity, inflation, high interest rates, round-tripping of government deposits, and the sliding value of the naira.

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The findings indicate that for organizations to achieve some competitive advantage over their competitors in the dynamic business environment, they must use different marketing strategies to influence consumers to purchase products and services. Green marketing strategy is one of the crucial strategies that cannot be left out by competitive organizations. Social responsibility has become the drive of any successful organization in the global market. It can be concluded that, product strategy, pricing strategy, promotion strategy and brand/eco-label strategy of any company should emphasize on green marketing practices. For companies to gain competitive edge in the global market, green marketing practices should be institutionalized in both small and large organizations based on organizational culture. This study suggests that marketing like other functional areas of a business contribute to environmental concerns facing the world today. Therefore, it has a role to play in looking for solutions to these environmental problems.

The study further suggests that marketing through green marketing and specifically green marketing strategies is addressing the challenge with positive outcomes of improved organizational performance and better physical environment, The study found out that application of green marketing practices by organization was uncommon practice since it was associated with additional costs to consumers in the market. Therefore, this study recommends that Government of Nigeria should reinforce the practice by using relevant authorities to ensure organizations adopt green marketing practices. The study found out that most of the respondents understood green marketing and green products but they perceived the concept as a practice of well developed countries, highly educated people, and high income earners. Therefore, this study recommends supermarkets to use appropriate channels of communication to create adequate awareness of green products to consumers including the use of radio, social media, print media, and outdoor publicity.

The study found out that Product quality and packaging, educating customers on environmental matters were green marketing strategies that were not followed by organizations. Therefore, this study recommends that Government intervention initiatives should be put in place to enable organization to package their products with biodegradable materials and educate consumers on green products using appropriate media channels.

The study also found out that the reason behind the consumers' low purchase of green products was the price, reliability and availability. Therefore, this study recommends reasonable prices to be fixed by organizations on green products to encourage consumption. The study found out that the frequency of application of green marketing strategies by the FMCG organizations to influence consumer buying behaviour was highly valued by the supermarket management but little was done to implement the practices due to costs associated. Therefore, this study recommends that Government need to reduce taxes on green products to encourage consumption.

In addition to the above listed recommendation

1. Strategic investment and spending: economic infrastructure, targeted education programmes technical assistance and access to sustainable energy should be considered crucial.

2. Market – based instruments: Subsidies to unsustainable products should be reformed and environmental and social costs should be factored into pricing policies.
3. Improving national regulatory frameworks, transparency and accountability
4. International frameworks: These are necessary for technology skills and resource transfer and dissemination.
5. Enhancing dialogue and capacity building: Facilitate and support trade opportunities that arise, particularly with regard to access to export markets.

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