

Green Marketing and Customer Feedback on Selected Fast-Moving Consumer Goods Firms in Lagos State, Nigeria

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Abstract

Green marketing is critical to businesses as consumers are increasingly becoming conscious of the rising surge in information technology (internet) and social media on matters such as environmental disaster, climate change, economic instability, and societal issues. Despite these, it is observed that little has been done on the linkage between green marketing and consumer buying behaviour in some firms. This study therefore, examined the effect of green marketing on consumer feedback in Fast Moving Consumer Goods Firms (FMCGs) in Nigeria. The study adopted cross-sectional survey research design. The population comprised 4,387 employees of the selected FMCGs in senior and middle management levels. The study adopted stratified sampling technique in selecting the respondents. A structured and validated questionnaire was adopted for data collection from the respondents. Cronbach's Alpha reliability coefficients for the constructs ranged from 0.742 to 0.833. The response rate was 77.1%. Data collected were analysed using descriptive and inferential statistics. Findings revealed that green marketing variables had a significant effect on customer feedback of selected FMCG firms in Lagos State, Nigeria. ($Adj.R^2 = 0.737$, $F(5, 350) = 199.951$, $p < 0.05$). The study concluded that green marketing affects consumer feedback in fast moving consumer goods firms in Nigeria. The study recommended that there should be improved efforts in green marketing to encourage improve customer satisfaction which leads to sustainability.

Keywords: *Green marketing, Green packaging, Consumer buying behaviour, Customer feedback, Customer satisfaction*

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Background to the Study

Globally, the buying behaviour of the consumer is changing from a traditional nature towards being concerned about environment-related issues by protecting the environment and changing his consumption pattern towards green products (Panda, Kumar, Jakhar, Luthra, Garza-Reyes, Kazancoglu, and Nayak, 2020). The protection of the environment has become a necessity for every consumer since most consumers' demand green or eco-friendly products that are decomposable and have a less negative impact on the environment (Shabbir, Bait-Ali-Sulaiman, Hasan-Al-Kumaim, Mahmood, and Abbas, 2020). Therefore, consumers have evolved in terms of buying Behaviour from outdated buying Behaviour, online buying Behaviour to environmental consciousness buying Behaviour (Kumar, Prakash, and Kumar, 2021). As such, consumers today are concerned about the future world-leading into the preference of eco-friendly products, therefore resulting in high demand for green products (Boztepe, 2012). Environmental conscious consumers think green and are prepared and willing to pay a premium for green products. According to Biswas and Roy (2014), consumers are concerned about what they consume hence developing a positive attitude towards the environment and changing their taste and preferences.

Discrepancy or gap between consumers' favourable attitude towards and actual purchase buying Behaviour of green products is referred to as 'green purchasing inconsistency' or 'green attitude-buying Behaviour gap' (Chen, Qiu, Xiao, He, Mou, and Siponen, 2021). It signifies that consumer positive attitude towards green products does not always translate into action. It is essential to examine why environmental attitudes have a weaker influence on consumer green purchase buying Behaviour; there might be possible factors such as price and availability of the product, and social influences among others that lead to the discrepancy between consumer attitude and purchase buying Behaviour (Haque, Nayeem, Hossain, Abdullah, Sarker, and Akter, 2020).

In South Africa, 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 (Govender and Govender, 2016). 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. There is, however, a noticeable dearth of knowledge about consumers in South Africa (Govender and Govender, 2016).

In Nigeria, though there is an increasing environmental and green marketing awareness globally, it has been shown that merely about 5% of the Nigerian population is involved in sustainable purchase buying Behaviour (Karatu and Mat, 2015). Although the ecological factor is a crucial consumer issue, with 59 percent of consumers concerned worldwide, this is not reflected in consumer buying Behaviour (Retie, Burchell and Barnham, 2013). Nigeria is still much backward on green issues as depicted by the meagre percentage (5%) of green product purchase (Ajike, 2015; Karatu and Mat, 2015; Olamuyi, 2012) which has been attributed to the absence of environmental consciousness among Nigerian citizens (Karatu and Mat, 2015). Also, it has been indicated that 28.1% of individuals are disposed to

participating in programmes initiated to decrease environmental deterioration in Nigeria (Ohakwe, Nnorom and Iwueze, 2011). Green marketing has been identified as predicting effectively the purchase buying Behaviour of consumers, especially in the food and beverage sector.

Studies have been carried out on green marketing and customer feedback in different contexts with divergent results. For instance, Gratia (2016); Manjunath (2014); Said and 3 Mayssa (2017); Shifa (2018), Thoria (2018) all have divergent views on the effect of green marketing on consumer brand loyalty. However, none of these previous studies has been able to investigate green marketing on customer feedback in Nigeria, especially in FMCGs (Selly and Scherly, 2018; Sharma and Trivedi, 2016). In the modern era of globalization, it has become a challenge to keep the consumers in the fold and even keep the natural environment safe, and that is the most significant need of the time. Due to the increase in globalization and technology, traditional marketing efforts have failed (Raska and Shaw, 2015). Computer-mediated communication led to the rise of electronic word of mouth (eWOM) (Litvin, Goldsmith and Pan, 2008). Thus, social media presented a new channel of feedback, where once privately communicated feedback is now public.

Objective of the Study

The study evaluated the effect of green marketing variables (green packaging, green brand image, green advertising, green product development, green innovation practices) on customer feedback of selected FMCG firms in Lagos State, Nigeria.

H₀: Green marketing variables (green packaging, green brand image, green advertising, green product development, green innovation practices) have no significant effect on customer feedback in selected FMCG firms in Lagos State, Nigeria.

Literature Review

Green Marketing

Akter (2012), defined green or environmental marketing as 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 a minimal detrimental impact on the natural environment. Passaro, Perchinunno and Schirone (2015), defined green marketing as the process of planning, implementing and controlling the development, pricing, promotion, and distribution of products to satisfy three criteria: satisfying consumers' needs, the achievement of business objectives and compatibility with the eco-system.

Ward (2017), defined green marketing as the process of selling products and services based on their environmental benefits. The main goal of green marketing is to present consumers with the importance of protecting the environment in the context of product consumption, emphasizing building long-term relationships based on both sides of communication, not only with customers but also with other stakeholders and creating the natural need to be environmentally responsible (Moravcikova, Krizanova, Kliestikova and Rypakova, 2017). For organisations, it is believed that green marketing is an opportunity they can use to achieve their objectives. Organisations have observed that in adopting green marketing, they will be

reducing their waste which will lead to a reduction in the amount of raw material needed and which in the long run would reduce cost and increase profit for the organisation. Also, organisations have a moral obligation to be more socially responsible. They now see themselves as part of a larger community and must therefore carry out their activities in an environmentally safe way. This can be credited to increasing pressure from the government, consumers and even competitors for organisations to adopt green marketing.

Green Packaging

Project packaging is one of the most essential constituents of the food product or non-food product because a well-packed product can be a guarantee of consumer protection (Orzan, Cruceru, Balaceanu and Chivu, 2018). According to Kotler, packaging can be defined as “all the activities of designing and producing the container for a product” (Pathak, 2014: 61). According to Manalili, Dorado, and van Otterdijk (2014), “packaging refers to the technology and material for enclosing or protecting products for distribution, storage, sale, and use”. According to Tuwanku, Rohman, and Rofiq, (2018), green packaging includes three main identities: they are minimising the use of hard-to-decompose packaging, using packaging with low energy consumption and using environmentally friendly packaging.

Green Brand Image

Green Brand image is the key element of brand benefit or brand value, forming consumer's concepts and associations with the brand. Brand image is the spirit of the product or service, which is usually passed on to consumers, thus causing them to believe in a certain level of production and helping them to make a purchase decision (Keller, 2011). Brand image is the opinion that comes into the consumer mind when they hear the brand name (Abdullah, 2015). Furthermore, Brand consciousness affect consumer decision by persuading the formation and firming of the brand association in the brand image (Keller, 2011).

Green Advertising

Green advertising is a tool organisation used in revealing that they are concerned about environmental degradation and are working towards it either directly or indirectly. In this way, organisations either make products that help the environment or they invest money or resources in environment protection activities (Alamsyah, Suhartini, Rahayu, Setyawati and Hariyanto, 2018). Organisations can indicate the ecological effect by utilising a few procedures. One of these showcasing devices can be environmental or green advertising (Sheehan and Atkinson, 2016). Green advertising relates to the company's campaign for a product offered (Chang, 2012). Green advertising is used to show that an organisations product is made up of natural resources and is herbal and environmental friendly thereby helping in positioning the organisation's product as natural and better (Jayaram, Manrai and Manrai, 2015). Wahab (2017), posits that firms should focus more on “Green Advertising” to communicate to their green customers (who use eco-friendly products) and as well as traditional customers (who are not green users) about the concept of environmental protection.

Green Product Development

A green product is referred to as a product designed to minimise its environmental impact during its whole life cycle (Xu, Xu, Bo and Hu, 2018). Green product development encompasses an organisations products and services safety concern, label, and price; it may affect the consumers' buying Behaviour of green products (Bing, Chaipooirutana, and Combs, 2011). Green product development emphasizes the end of pipe technology, where the firms are aware of environmental issues through the process of production and product design (Michaud and Llerena, 2011). Green product development refers to the design of products and services by organisations to minimise the use of a non-renewable resource, avoiding toxic materials, and renewable resource during its whole life-cycle would be the most effective manner to display green technological development (Raza, Rathinam, Turiac and Kerbache, 2018).

Green Innovation Practices

Green practices are practices that commit to reducing the negative impacts of marketing operations on the environment (Jansson, Marell and Nordlund, 2010). Green innovation refers to the innovation that an industry carries out and involved in energy-saving, pollution prevention, waste recycling, green product and process designs and corporate environmental management (Santamaria, Nieto and Miles, 2012). Li (2014) defines green innovation as new or modified processes, techniques, systems and products to replace wasteful, inefficient energy practices with a strategy for clean energy, energy efficiency, and conservation, to avoid or reduce environmental damage. Green innovation generally aims to decrease pollution, energy productivity, decrease waste, the substitution of limited resources with sustainable resources and recycling (Kemp and Arundel, 2018). Green innovation facilities play a key role in the company's environmental performance results and comprehensive environmental sustainability realization (Rave, Goetzke and Larch, 2011)

Customer Feedback

The term customer feedback refers to the information that comes directly from consumers about the satisfaction or dissatisfaction they experience regarding a certain product or service (Wonderflow, 2016). In other words, it is all the information generated by consumers and/or buyers of a certain brand. This information comes in many formats (text or speech) and through different channels. Customer feedback as satisfaction study begins with an investigation of potential reasoning to identify dissatisfaction. According to the current state of the art, customer's response to the evaluation of the perceived inconsistency between some comparisons, e.g. expectations and the perceived performance of the product are considered as feedback (Doorn, Lemon, Mittal, Nass, Pick, Pirner, and Verhoef., 2010; Khangura and Gandhi, 2012; Haan, Verhoef, and Wiesel., 2015). Customer feedback is defined as customer communication concerning a product or a service (Erickson and Eckrich, 2001). Customer feedback can be either solicited or unsolicited (Berry and Parasuraman, 1997). Solicited feedback is encouraged by the company through the usage of tools such as surveys and focus groups that invite customers to give feedback (Sampson, 1996). In contrast, unsolicited customer feedback relies on the customer's desire and will to communicate his/her experiences (Sampson, 1996). Taking this categorization, a step forward, Day and Landon (1977) distinguish between two types of unsolicited customer feedback: private and public

communication. They define private communication as interpersonal communication while public communication is that addressed to the firm. Interpersonal communication of unsolicited customer feedback is manifested through Word of Mouth (WOM). Moreover, other types of interpersonal feedback have been introduced due to the rise in internet usage. In a recent article, Blazevic, Hammedi, Garnefeld, Rust, Keiningham, Andreassen, Donthu and Carl (2013:295) introduced the concept of customer-driven influence (CDI) defined as “the impact of customers' verbal and non-verbal communication on other customers' attitudes and buying Behaviours” .

Theory of Planned Behaviour (TPB)

Theory of planned buying behaviour was propounded by Ajzen (1991), The theory of planned buying Behaviour has been used in this study for examining the purchasing buying Behaviour towards green products. The theory of planned buying behaviour enables us with a complete framework for exploring the factors which influence the decision to engage in buying behaviour related to environmental issues (Chan, 2001) and the same can be applied in systematically understanding different factors affecting the purchase buying behaviour for environmentally friendly products. TPB is mainly used to predict how individuals will behave based on their pre-existing attitudes and buying Behavioural intentions. This indicates how green marketing affects the consumer's perceptions and reception of organisations products and services, which is an indication of the consumers buying Behaviour.

Empirical Review

Green marketing variables and Customer Feedback

Thoria (2018), revealed that there is a significant relationship between green marketing mix elements and customer feedback in the same vein, Gratia (2016) shows that marketing variables have a positive significant influence on consumer buying Behaviour simultaneously. On a partial note, the green product has no significant influence on consumer buying Behaviour, while green promotion has a significant on consumer buying Behaviour. Manjunath (2014), revealed that green buying/purchase intention is influenced by environmental attitude, perceived consumer effectiveness and health consciousness, also Sharma, Neha, and Rubina, (2015) discovered that the product, price, place and promotion are the key components which should be modified or some variance need to be offered in the marketing mix elements, to form reduced waste and improve energy efficiency to encourage green marketing. Furthermore, Deepaak and Bhavani (2019) confirm that four marketing mix variables of product, price, promotion and place have a significant and positive effect on customer buying Behaviour, satisfaction and feedback. Still, on that note, Eligah, (2012), reveals that consumers behave more positively and give needed feedback toward ecological friendly products and state that advertising having environmental messages is reliable in advancing green products purchase.

Methodology

Research Design and population of the Study

The research design that was adopted for this study is a cross-sectional survey research design. This was employed to empirically investigate the effects of the green marketing variables on customer feedback. The cross-sectional survey research design was employed because it

largely focuses on vital facts, beliefs, opinion, demographic information, attitudes, motives and buying Behaviours of respondent giving responses to the research instrument. The population of this study comprises the senior and middle-level management employees of the selected FMCGs. The population is drawn from Unilever Nigeria Plc (1,248), Cadbury Nigeria Plc (783), and Nestle Nigeria Plc (2,356). The total is thus given as 4,387. The selection of these firms was based on the fact that they are among the high performing firms in the fast-moving consumer goods sector (Olatunji, and Awolusi, 2020).

Sample Size Determination

The Roasoft sample size calculator was used.

Applying the formula where:

n = sample size

Confidence level = 95%

N = Finite population size, which is the total number of students within the population.

e = Maximum acceptable error margin which is 5%

Based on the above, the sample size is given as 354. A provision of 30% (106) is made to cover for issues of non-response and incorrectly filled questionnaires by the respondents. This will help to improve the response rate of the questionnaire. This is justified in the work of Israel (2013). Thus, the modified sample size is given as 460. Stratified sampling technique was adopted. The data for this study were via primary data through validated questionnaire administration. The chrombach Alpha table below indicates the reliability of the instrument

Table 1: Cronbach's Alpha for all Variables

Variables	No of Items	Cronbach's Alpha Value	Composite Reliability
Gree Marketing (Independent variable)			
Green Packaging	5	0.785	0.791
Green Brand Image	5	0.873	0.847
Green Advertising	5	0.827	0.811
Green Product Development	5	0.783	0.769
Green Innovation Practices	5	0.833	0.872
Dependent variable			
Customer Feedback	5	0.742	0.794

Source: SPSS Output Result 2020

The data were analysed with the use of both descriptive and inferential statistical methods

Table 2: Descriptive Statistics on Green Packaging

Green Packaging	SA	A	PA	PD	D	SD	Mean SD
We relate with the green ideology in our packaging	177	78	68	27	5	0	5.11
	49.9%	22.0%	19.2%	7.6%	1.4%	0.0%	1.05
Production and expiry dates are specified on the package	33	190	74	52	6	0	4.54
	9.3%	53.5%	20.8%	14.6%	1.7%	0.0%	0.91
We have the safety of customers in mind when packaging	152	78	80	41	4	0	4.94
	42.8%	22.0%	22.5%	11.5%	1.1%	0.0%	1.10
Dates and labels signify green consciousness	97	111	85	52	8	2	4.65
	27.3%	31.3%	23.9%	14.6%	2.3%	0.6%	1.13
We have green as colour on our packaging	86	134	62	56	13	1	4.63
	24.4%	38.1%	17.6%	15.9%	3.7%	0.3%	1.14

Source: Field Survey Results (2021)

Table 2 presents the results of the descriptive analysis of green packaging in selected FMCG firms in Lagos State, Nigeria. The table shows that 49.9% of the respondents strongly agreed that they relate with green ideology in our packaging, 22% agree, 19.2% partially agreed, 7.6% partially disagreed, and 1.4% disagreed. On the average the respondents strongly agreed that they relate with green ideology in our packaging (Mean = 5.11, STD = 1.05) with a minimal divergence from the mean. Further, 9.3% of the respondents strongly agreed that production and expiry date are specified on the package, 53.5% agreed, 20.8% partially agreed, 14.6% partially disagreed, and 1.7% disagreed. On the average the respondents agreed that that production and expiry date are specified on the package (Mean = 4.54, STD = 0.91) with convergence towards the mean. Also, 42.8% of the respondents strongly agreed that the safety of customers is in mind when packaging is carried out, 22% agreed, 22.5% partially agreed, 11.5% partially disagreed, and 1.1% disagreed. On the average the respondents strongly agreed that the safety of customers in mind when packaging is carried out (Mean = 4.94, STD = 1.10) with minimal disparity from the mean.

The table reveals further that 27.3% of the respondents strongly agreed that dates and labels signify green consciousness, 31.3% agreed, 23.9% partially agreed, 14.6% partially disagreed, 2.3% disagreed and 0.6% strongly disagreed. On the average the respondents strongly agreed that dates and labels signify green consciousness are given (Mean = 4.65, STD = 1.13) with minimal divergence from the mean. Also, 24.4% of the respondents strongly agreed that the selected FMCG firms have green as colour on our packaging, 38.1% agreed to that, 17.6% partially agreed, 15.9% partially disagreed, 3.7% disagreed and 0.3% strongly disagreed. On the average the respondents agreed that FMCG firms have green as colour on our packaging (Mean = 4.63, STD = 1.14) with little divergence from the mean.

Table 3: Descriptive Statistics on Green Brand Image

Green Brand Image	SA	A	PA	PD	D	SD	Mean SD
We adopt the green branding ideology	115	105	76	52	6	1	4.75
	32.4%	29.6%	21.4%	14.6%	1.7%	0.3%	1.12
Our marketing drive follows the green approach	93	147	55	51	8	1	4.74
	26.2%	41.4%	15.5%	14.4%	2.3%	0.3%	1.08
Green brand image is promoted	125	96	75	48	8	0	4.80
	35.5%	27.3%	21.3%	13.6%	2.3%	0.0%	1.13
We showcase the embracement of green concepts	90	141	71	40	13	0	4.72
	25.4%	39.7%	20.0%	11.3%	3.7%	0.0%	1.08
We are friendly with the environment	122	95	65	51	18	1	4.71
	34.7%	27.0%	18.5%	14.5%	5.1%	0.3%	1.24

Source: Field Survey Results (2021)

Table 3 presents the results of the descriptive analysis of green brand image in selected FMCG firms in Lagos State, Nigeria. It shows that 32.4% of the respondents strongly agreed that FMCG firms in Lagos State adopt the green branding ideology, 29.6% agree, 21.4% partially agreed, 14.6% partially disagreed, 1.7% disagreed, and 0.3% strongly disagreed. On the average the respondents strongly agreed that FMCG firms in Lagos State adopt the green branding ideology (Mean = 4.75, STD = 1.12) with a minimal divergence from the mean. Further, 26.2% of the respondents strongly agreed that their marketing drive follows the green approach, 41.4% agreed, 15.5% partially agreed, 14.4% partially disagreed, 2.3% disagreed, 0.3% strongly disagreed. On the average the respondents strongly agreed that their marketing drive follows the green approach (Mean = 4.74, STD = 1.08) with a moderate disparity from the mean. Also, 35.5% of the respondents strongly agreed that green brand image is promoted, 27.3% agreed, 21.3% partially agreed, 13.6% partially disagreed, and 2.3% disagreed. On the average the respondents strongly agreed that green brand image is promoted (Mean = 4.80, STD = 1.10) with minimal disparity from the mean. The table reveals further that 25.4% of the respondents strongly agreed that their firms showcase the embracement of green concepts, 39.7% agreed, 20% partially agreed, 11.3% partially disagreed, and 3.7% disagreed. On the average the respondents strongly agreed that dates and labels signify green consciousness are given (Mean = 4.72, STD = 1.08) with minimal divergence from the mean. Also, 34.7% of the respondents strongly agreed that their firms are friendly with the environment, 27% agreed to that, 18.5% partially agreed, 14.5% partially disagreed, 5.1% disagreed and 0.3% strongly disagreed. On the average the respondents agreed that their firms are friendly with the environment (Mean = 4.71, STD = 1.24) with little divergence from the mean.

Table 4: Descriptive Statistics on Green Advertising

Green Advertising	SA	A	PA	PD	D	SD	Mean SD
We adopt safe methods of advertising	103	119	83	46	3	0	4.77
	29.1%	33.6%	23.4%	13.0%	0.8%	0.0%	1.04
Green advertising is ensured in my organisation	102	122	66	59	5	0	4.73
	28.8%	34.5%	18.6%	16.7%	1.4%	0.0%	1.09
There is a trace of eco-friendliness in our advertising.	124	112	67	47	3	1	4.86
	35.0%	31.6%	18.9%	13.3%	0.8%	0.3%	1.08
Consumers pay attention to eco-friendly advertising.	94	126	72	50	10	0	4.69
	26.7%	35.8%	20.5%	14.2%	2.8%	0.0%	1.10
Our advertising depicts safety to the environment	113	103	56	68	11	0	4.68
	32.2%	29.3%	16.0%	19.4%	3.1%	0.0%	1.20

Source: Field Survey Results (2021)

Table 4 presents the results of the descriptive analysis of green advertising in selected FMCG firms in Lagos State, Nigeria. Table 4 shows that 29.1% of the respondents strongly agreed that their firms adopt safe methods of advertising, 33.6% agree, 23.4% partially agreed, 13% partially disagreed, and 0.8% disagreed. On the average the respondents strongly agreed that their firms adopt safe methods of advertising (Mean = 4.77, STD = 1.04) with a minimal divergence from the mean. Further, 28.8% of the respondents strongly agreed that green advertising is ensured in their organisation, 34.5% agreed, 18.6% partially agreed, 16.7% partially disagreed, and 1.4% disagreed. On the average the respondents strongly agreed that green advertising is ensured in their organisation (Mean = 4.73, STD = 1.09) with a moderate disparity from the mean. Also, 35% of the respondents strongly agreed that there is a trace of eco-friendliness in our advertising, 31.6% agreed, 18.9% partially agreed, 13.3% partially disagreed, 0.8% disagreed, and 0.3% strongly disagreed. On the average the respondents strongly agreed that there is a trace of eco-friendliness in our advertising (Mean = 4.86, STD = 1.08) with minimal disparity from the mean. Table 4....reveals further that 26.7% of the respondents strongly agreed that consumers pay attention to eco-friendly advertising, 35.8% agreed, 20.5% partially agreed, 14.2% partially disagreed, and 2.8% disagreed. On the average the respondents strongly agreed that consumers pay attention to eco-friendly advertising (Mean = 4.69, STD = 1.10) with minimal divergence from the mean. Also, 32.2% of the respondents strongly agreed that their firm's advertising depicts safety to the environment, 29.3% agreed to that, 16% partially agreed, 19.4% partially disagreed, and 2.8% disagreed. On the average the respondents agreed that their firm's advertising depicts safety to the environment (Mean = 4.68, STD = 1.20) with little divergence from the mean.

Table 5: Descriptive Statistics on Green Product Development

Green Product Development	SA	A	PA	PD	D	SD	Mean SD
We consider customers' needs and wants before product inception	98	119	80	52	7	0	4.70
	27.5%	33.4%	22.5%	14.6%	2.0%	0.0%	1.08
Our products minimise negative environmental impact	102	124	56	65	9	0	4.69
	28.7%	34.8%	15.7%	18.3%	2.5%	0.0%	1.14
Our product design goes through proper quality control	127	108	60	52	8	0	4.83
	35.8%	30.4%	16.9%	14.6%	2.3%	0.0%	1.14
Green trends in the market inform the type of products we deliver to consumers	106	122	75	41	11	1	4.75
	29.8%	34.3%	21.1%	11.5%	3.1%	0.3%	1.11
All stakeholders are included in the product development process	111	113	62	58	10	1	4.72
	31.3%	31.8%	17.5%	16.3%	2.8%	0.3%	1.17

Source: Field Survey Results (2021)

Table 5 presents the results of the descriptive analysis of green product development in selected FMCG firms in Lagos State, Nigeria. Table 5 shows that 27.5% of the respondents strongly agreed that their firms consider customers' needs and wants before product inception, 33.4% agree, 22.5% partially agreed, 14.6% partially disagreed, and 2% disagreed. On the average the respondents strongly agreed that their firms consider customers' needs and wants before product inception (Mean = 4.70, STD = 1.08) with a minimal divergence from the mean. Further, 28.7% of the respondents strongly agreed that their firm's products minimise negative environmental impact, 34.8% agreed, 15.7% partially agreed, 18.3% partially disagreed, and 2.5% disagreed. On the average the respondents strongly agreed that their firm's products minimise negative environmental impact (Mean = 4.69, STD = 1.14) with a moderate disparity from the mean. Also, 35.8% of the respondents strongly agreed that their firm's product design goes through proper quality control, 30.4% agreed, 16.9% partially agreed, 14.6% partially disagreed, and 2.3% disagreed. On the average the respondents strongly agreed that their firm's product design goes through proper quality control (Mean = 4.83, STD = 1.14) with minimal disparity from the mean. Table 4 reveals further that 29.8% of the respondents strongly agreed that green trends in the market inform the type of products we deliver to consumers, 34.3% agreed, 21.1% partially agreed, 11.5% partially disagreed, 3.1% disagreed and 0.3% strongly disagreed. On the average the respondents strongly agreed that green trends in the market inform the type of products we deliver to consumers (Mean = 4.75, STD = 1.11) with minimal divergence from the mean. Also, 31.3% of the respondents strongly agreed that all stakeholders are included in the product development process, 31.8% agreed to that, 17.5% partially agreed, 16.3% partially disagreed, 2.8% disagreed, and 0.3% strongly disagreed. On the average the respondents agreed that all stakeholders are included in the product development process (Mean = 4.72, STD = 1.17) with little divergence from the mean.

Table 6: Descriptive Statistics on Green Innovation

Green Innovation	SA	A	PA	PD	D	SD	Mean SD
We adopt lean practices in our operations	104	102	95	42	9	1	4.70
	29.5%	28.9%	26.9%	11.9%	2.5%	0.3%	1.11
We are often first to launch environmentally friendly products	90	141	74	42	6	1	4.75
	25.4%	39.8%	20.9%	11.9%	1.7%	0.3%	1.04
We develop products using optimum resources	125	104	61	56	8	0	4.80
	35.3%	29.4%	17.2%	15.8%	2.3%	0.0%	1.15
We focus on continuous modification of our products	95	143	63	43	9	0	4.77
	26.9%	40.5%	17.8%	12.2%	2.5%	0.0%	1.06
The technologies we use are environmentally friendly	118	100	75	47	12	0	4.75
	33.5%	28.4%	21.3%	13.4%	3.4%	0.0%	1.15

Source: Field Survey Results (2021)

Table 6 presents the results of the descriptive analysis of green innovation in selected FMCG firms in Lagos State, Nigeria. It shows that 29.5% of the respondents strongly agreed that they adopt lean practices in their operations, 28.9% agree, 26.9% partially agreed, 11.9% partially disagreed, 2.5% disagreed, and 0.3% strongly disagree. On the average the respondents strongly agreed that they adopt lean practices in their operations (Mean = 4.70, STD = 1.11) with a minimal divergence from the mean. Further, 25.4% of the respondents strongly agreed that their firms are often first to launch environmentally friendly products, 39.8% agreed, 20.9% partially agreed, 11.9% partially disagreed, 1.7% disagreed and 0.3% strongly disagreed. On the average the respondents strongly agreed that their firms are often first to launch environmentally friendly products (Mean = 4.75, STD = 1.04) with a moderate disparity from the mean. Also, 35.3% of the respondents strongly agreed that their firms develop products using optimum resources, 29.4% agreed, 17.2% partially agreed, 15.8% partially disagreed, and 2.3% disagreed. On the average the respondents strongly agreed that their firm's develop products using optimum resources (Mean = 4.80, STD = 1.15) with minimal disparity from the mean. The table reveals further that 26.9% of the respondents strongly agreed that their firms focus on continuous modification of their products, 40.5% agreed, 17.8% partially agreed, 12.2% partially disagreed, and 2.5% disagreed. On the average the respondents strongly agreed that their firms focus on continuous modification of their products (Mean = 4.77, STD = 1.06) with minimal divergence from the mean. Also, 33.5% of the respondents strongly agreed that the technologies they use are environmentally friendly, 28.4% agreed to that, 21.3% partially agreed, 13.4% partially disagreed, and 3.4% disagreed. On the average the respondents strongly agreed that the technologies they use are environmentally friendly (Mean = 4.75, STD = 1.15) with little divergence from the mean.

Table 7: Descriptive Statistics on Customer Feedback

Customer Feedback	SA	A	PA	PD	D	SD	Mean SD
Our customers are happy with our products	155	54	89	43	9	1	4.85
	44.2%	15.4%	25.4%	12.3%	2.6%	0.3%	1.20
Majority of our customers often re-patronise our products	156	88	76	32	3	0	5.02
	43.9%	24.8%	21.4%	9.0%	0.8%	0.0%	1.05
Our customers often report that their expectations are met	50	179	64	58	5	0	4.59
	14.0%	50.3%	18.0%	16.3%	1.4%	0.0%	.97
Our customers often tell us which features are products are lacking	171	91	44	42	8	0	5.05
	48.0%	25.6%	12.4%	11.8%	2.2%	0.0%	1.13
Our customers report that our products are priced appropriately	57	156	83	46	13	0	4.56
	16.1%	43.9%	23.4%	13.0%	3.7%	0.0%	1.02

Source: Field Survey Results (2021)

Table 7 presents the results of the descriptive analysis of customer feedback in selected FMCG firms in Lagos State, Nigeria. Table 4. Shows that 44.2% of the respondents strongly agreed that their customers are happy with their products, 15.4% agree, 25.4% partially agreed, 12.3% partially disagreed, 2.6% disagreed, and 0.3% strongly disagree. On the average the respondents strongly agreed that their customers are happy with our products (Mean = 4.85, STD = 1.20) with a minimal divergence from the mean. Further, 43.9% of the respondents strongly agreed that majority of their customers often re-patronise their products, 24.8% agreed, 21.4% partially agreed, 9% partially disagreed, and 0.8% disagreed. On the average the respondents strongly agreed that majority of their customers often re-patronise our products (Mean = 5.025, STD = 1.05) with a moderate disparity from the mean. Also, 14% of the respondents strongly agreed that their customers often report that their expectations are met, 24.8% agreed, 21.4% partially agreed, 9% partially disagreed, and 0.8% disagreed. On the average the respondents strongly agreed that their customers often report that their expectations are met (Mean = 4.59, STD = 0.97) with a convergence towards the mean. The table reveals further that 48% of the respondents strongly agreed that their customers often tell them the features that their products are lacking, 25.6% agreed, 12.4% partially agreed, 11.8% partially disagreed, and 2.5% disagreed. On the average the respondents strongly agreed that their customers often tell them the features that their products are lacking (Mean = 5.05, STD = 1.13) with minimal divergence from the mean. Also, 16.1% of the respondents strongly agreed that their customers report that their products are priced appropriately, 43.9% agreed to that, 23.4% partially agreed, 13% partially disagreed, and 3.7% disagreed. On the average the respondents agreed that their customers report that their products are priced appropriately (Mean = 4.56, STD = 1.02) with little divergence from the mean.

Hypothesis

H₀: Green marketing variables (green packaging, green brand image, green advertising, green product development, green innovation practices) have no significant effect on customer feedback in selected FMCG firms in Lagos State, Nigeria.

Table 8: Summary of Multiple Regression of the effect of green marketing variables on customer feedback in selected FMCG firms in Lagos State, Nigeria.

Variables	B	T	Sig	R	R ²	AdjR ²	Std. Error of the Estimate
Constant	2.314	3.276	0.001	0.861 ^a	0.741	0.737	2.16796
Green Packaging	0.213	4.113	0.000				
Green Brand Image	0.145	3.034	0.003				
Green Advertising	0.141	2.870	0.004				
Green Product Development	0.126	2.291	0.023				
Green innovation Practice	0.293	6.016	0.000				
a. Dependent Variable: Customer Feedback			F (350, 5) = 199.951				

Source: SPSS Field Report (2020)

Table 8 reveals the result of the multiple linear regression test that was carried out to test the effect of Green marketing variables on customer feedback in selected FMCG firms in Lagos State, Nigeria.

With values showing significance (F (350,5) = 199.951; p- value = 0.001), it depicts that Green marketing variables (GMV) is a significant influencer of customer feedback (CF). The r = 0.861 is the correlation coefficient which represents the strength and direction of the relationship between Green marketing variables and customer feedback in selected FMCG firms in Lagos State, Nigeria.

The coefficient reveals that there is a positive relationship between the Green marketing variables on customer feedback in selected FMCG firms in Lagos State, Nigeria. Furthermore, it showed that there is a strong relationship between the two variables (Cohen, 1988). Concerning the exact effect of Green marketing variables on customer feedback, the Adjusted R² = 0.741 shows the extent to which the Green marketing variables explains the variations or changes in customer feedback in selected FMCG firms in Lagos State, Nigeria. The implication here is that Green marketing variables (green packaging, green brand image, green advertising, green product development, green innovation practices) explains 74.1% of the variations that occur in the customer feedback in selected FMCG firms in Lagos State, Nigeria, while the balance of 25.9% were accounted for by other factors not considered in this study. Based on this result, the fitness of the model is considered good. Furthermore, following the model of the study, the results can be replicated below:

$$CF = 2.314 + 0.213x_1 + 0.145x_2 + 0.141x_3 + 0.126x_4 + 0.293x_5 + \mu_i \quad \dots\dots\dots \text{Equ. (i)}$$

The model shows the multiple regression equation that best predicts the effect of Green marketing variables (green packaging, green brand image, green advertising, green product development, green innovation practices) on customer feedback in selected FMCG firms in Lagos State, Nigeria.

Green packaging with ($\beta = 0.213$; $p = 0.000 < 0.05$); Green brand image with ($\beta = 0.145$; $p = 0.003 < 0.05$); Green advertising with ($\beta = 0.141$; $p = 0.004 < 0.05$); Green product development with ($\beta = 0.126$; $p = 0.023 < 0.05$); and Green innovation practice with ($\beta = 0.293$; $p = 0.000 < 0.05$) provided positive and significant associations with Customer feedback (CF) at 5% significance level. This implies that green packaging, green brand image, green advertising, green product development, green innovation practices are the major drivers of customer feedback, as at the time of the study of the selected banks in Lagos State.

The results demonstrated that Green marketing variables predictors jointly exhibited positive significant effect on customer feedback in selected FMCG firms in Lagos State, Nigeria. The results further showed that a unit increase in green packaging, green brand image, green advertising, green product development, green innovation practices increased customer feedback in selected FMCG firms by 0.213, 0.145, 0.141, 0.126 and 0.293 respectively. However, the Green marketing variables predictors had statistically significant combined effect on customer feedback in selected FMCG firms in Lagos State, Nigeria investigated at $p = 0.001$ as visible from Table 4.3.1, and as such confirmed the objective of the study and provided a rejection of the hypothesis one which states that Green marketing variables have no significant effect on customer feedback in selected FMCG firms in Lagos State, Nigeria.

Discussion

Based on the test of hypothesis one, it was revealed that green marketing variables significantly affects customer feedback of selected FMCG firms in Lagos State, Nigeria. This finding has significant implications based on the concepts, empirics and theory used as anchor in the study. the finding aligns with earlier studies that provide that green marketing affects the customer feedback. Thoria (2018), revealed that there is a significant relationship between green marketing mix elements and customer feedback in the same vein, Gratia (2016) shows that marketing variables have a positive significant influence on consumer buying Behaviour simultaneously. On a partial note, the green product has no significant influence on consumer buying Behaviour, while green promotion has a significant on consumer buying Behaviour. Manjunath (2014) revealed that green buying/purchase intention is influenced by environmental attitude, perceived consumer effectiveness and health consciousness, also Sharma, Neha, and Rubina, (2015) discovered that the product, price, place and promotion are the key components which should be modified or some variance need to be offered in the marketing mix elements, to form reduced waste and improve energy efficiency to encourage green marketing. Furthermore, Deepaak and Bhavani (2019), confirm that four marketing mix variables of product, price, promotion and place have a significant and positive effect on customer buying Behaviour, satisfaction and feedback. Still, on that note, Eligah, (2012), reveals that consumers behave more positively and give needed feedback toward ecological friendly products and state that advertising having environmental messages is reliable in advancing green products purchase.

Conceptually, the finding on green marketing and customer feedback has been substantiated by studies that establish the linkages between the characteristics of the variables of the study. The main goal of green marketing is to present consumers with the importance of protecting the environment in the context of product consumption, emphasizing building long-term relationships based on both sides of communication, not only with customers but also with other stakeholders and creating the natural need to be environmentally responsible (Moravcikova, Krizanova, Kliestikova and Rypakova, 2017).

Theoretically, the study aligns with the theory of planned behaviour which was selected as the anchor theory of the study. The core of the theory posits that consumers act on buying Behaviour based on their intention to create or receive a particular outcome. In this analysis, consumers are rational actors who choose to act in their best interests. According to the theory, specificity is critical in the decision-making process. A consumer only takes a specific action when there is an equally specific result expected. From the time the consumer decides to act to the time the action is completed, the consumer retains the ability to change his or her mind and decide on a different course of action.

Conclusion and Recommendations

This study concluded that green marketing plays a very significant role in influencing the buying behaviour of consumers especially due to the various health and ecological implications that accompanies it. The hypothesis reveals that green marketing provides positive and significant associations with customer feedback. If FMCGs imbibe green marketing practices, customers will be open to them via feedback and this will enhance improvements which leads to sustainability.

The study recommends the following;

1. Fast moving consumer goods firms should put adequate measures in place to ensure that the feedbacks from customers are used to improve their green efforts. The world is changing and consumer tastes are also changing towards ecological orientations. Therefore, firms that adopt this strategy remain in business.
2. Intentional efforts should be adopted by FMCG firms to make their products appealing and enticing in order to encourage customers to patronise them. Customers often love impulsive buying and there needs to be measures to help them buy the right products impulsively.
3. Furthermore, there should be improved efforts in green marketing to encourage improve customer satisfaction that will definitely leads to firms' sustainability.
4. Regulatory bodies such as NAFDAC, MAN, SON should always monitor the activities of FMCGs to ensure compliance and industrial best practices.

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