

Green Marketing Practices and Customer Purchase Behaviour of Beverage Firms in Port Harcourt, Nigeria



Atuo Eucharía Chinasa

Department of Marketing, University of Port Harcourt

ABSTRACT: The study examined the relationship between green marketing practices and customer purchase behavior of beverage firms in Port Harcourt, Nigeria. The population for the study comprise of customers of (12) twelve selected beverage firms in Port Harcourt. (www.businesslist.com.ng.2018). A total of one hundred and twenty (120) customers, ten (10) customers each was drawn from the selected twelve (12) beverage firms in Port Harcourt from the sample population for the study. The study also adopted the simple random sampling technique, which enable all members of the population to have equal chances of being selected in the sample.. The study adopted Pearson Product Moment Correlation Coefficient (PPMCC) and this was done with the help of SPSS software version 20.0. A total of ninety two (92) copies of questionnaires were distributed customers of beverage firms in Port Harcourt. Out of the 92 copies distributed, 83 copies were duly completed which represent 90.2%. The study revealed that there is a positive and strong relationship between green product, green price, green promotion, green place and personal and psychological factors. The study therefore concludes that there is a significant relationship between green marking practices on customer purchase behavior of beverage firms in Port Harcourt. The study further recommends , that Beverage firms in Port Harcourt should always package their products with materials that are friendly with the environment.

KEYWORDS: Green Marketing, Green Product, Customer Purchase Behavior, Personal Factor.

1.1 INTRODUCTION

Beverage service industry is an important sector of the hospitality industry. The sector focuses more on how to prepare, produce, present and serve quality and nutritious food, including assorted beverages to the public at a price. The beverage industry is a commercial service industry established with the aim of making profit while delivering excellent hospitality services to customers. Bello (2006), posits that food service industry offers food, drinks and other types of services to customers and the public either for profit making or charitable reason. Okoli (2001), furthermore suggests that good and beverage service industry are those institutions that offer quality food and or assorted beverages or both to customers while they are away from home. This definition however reveals a clear picture of the scope of operations or activities of the food service industry. The word "green" has become a vital element driving millions of consumers all over the world. The consumer needs and wants are changing and brand loyalty is being continuously redefined. Organizations nowadays have implement appropriate green strategies into their marketing activities in other to help them achieve a competitive advantage in the marketplace. Thus, organizations and consumers are presently focusing more on green products and services. Manali (2015), states that customer purchase behavior refers to all the thought, feelings and actions that an individual has or takes before or while buying a product, service or an idea. Buyer behavior is a concept which answers what, why, how, when and where a customer makes his/her purchase. Manali (2015), adopted severed indicators that influences customer buying behavior such as cultural, personal, social and psychological factors. However, Driessen (2005), found out that for a firm to gain a competitive advantage in the marketplace, there must be an optimum level of greenness. And that the greenness needs to be identified between innovation performance and greenness that helps to avoid the niche on green market. Furthermore, this study tends to bread the gap of reducing the harmful products offered to the society that may lead to environmental hazard..

In the above context, it is needful to carry out a research which aims at identifying and analyzing current practices of green marketing and customer purchase behavior of beverage firms in Port Harcourt.

1.2 Statement of the Problem

Man has limited resources on earth, with which he/she must attempt to offer the worlds' unlimited wants. As organizations face limited natural resources, they must develop new, innovative and alternative ways of satisfying these unlimited wants of mankind.

Green Marketing Practices and Customer Purchase Behaviour of Beverage Firms in Port Harcourt, Nigeria

That is to say green marketing focuses on how marketing operations utilizes these limited resources, while satisfying consumer wants and needs of both organization and individuals as well as achieving the organization's marketing objectives.

However, in Nigeria, the environmental situation and awareness of green marketing is seriously alarming as production and consumption process is causing serious damage in the environment. Most of the manufacturers of beverages do not have the concern and social consciousness of green marketing in mind. The production and consumption process is causing a negative environmental degradation, deforestation to drainage blockage in the environment. It is assumed that conventional marketing is no longer effective, rather environmental issues in every aspects of marketing will sustain the world at large.

It is the believe of the author, that green marketing practices will solve the issue of environmental issues when the manufacturer's start engaging in producing environmental friendly products. Hence, the aim of this study is to examine the relationship between green marketing practices and customer purchase behavior of Beverage firms in Port Harcourt.

2.0 REVIEW OF RELATED LITERATURE

Concept of Green Marketing

Green marketing refers to the marketing of products and services that are seen to be environmentally safe for the consumers. Queensland Government EPA defines green marketing as the process of developing and promoting products and services the way customers wants or desires it, which could be in quality, convenience, affordability or performance without having a harmful effect on the environment. Jain and Kaur (2003a), posits that green marketing is not all about claims on advertising, packaging or image building. But a broader concept that covers all the marketing activities which the organization engages in to create a positive impact or reduce the detrimental impact of their products or services on the environmental at large. Polonsky and Rosenberger (2001), asserted that green marketing which is also known as environmental marketing or suitable marketing is a process where an organization design, promote, price and distribute its products or services in such a way that it promotes environmental friendliness and protection. Jain and Kaur, (2003b), further noted that green marketing includes the various activities carried out by a firm such as marketing research to identify the market and target segment for the green product, evaluating consumers' awareness, attitude and behavior in respect to green products, position and developing brand image of green products and services and also creating green marketing mix program.

Concept of Consumer Purchase Behavior

Consumer behavior deals with studying individuals, customers, group of people when they select, purchase use and dispose products, services, experiences or ideas. Consumers seek for items that will satisfy their basic needs and desires. Consumer behavior is much more than studying and concentrating on what consumers buy. It basically deals with understanding how the decision making process of consumers goes and how it affects their buying behavior (Solomon, 2004). Marketers usually studies consumer buying patterns to know where they buy, what they buy and why they buy. However, studying why consumers buy a particular product is difficult to understand because the answer is often secured within the consumer's mind (Kardes *et al.*, 2010). Furthermore, a consumer buying behavior is usually influenced by cultural, social, personal and psychological factors. Consumer behavior is a part of human behavior and by studying previous buying behavior of consumers, marketer can be a large extent estimate how consumers might behave in the future when making purchasing decisions. (Kolter & Armstnry, 2010).

Green Marketing Practices and Customer Purchase Behavior

The marketing mix includes product, price, promotion and place (4p's). The elements of marketing mix in green marketing are essential for organization to use to achieve their marketing objectives. Young, Hwang McDonald & Oates (2010), noted that 30% of consumers affirm that green products must be energy efficient, improve water conservation, environmental safety during manufacturing process, use and disposal. Furthermore, firm's uses low price strategies to encourage the consumers to buy eco-friendly products. Organizations under this situation create competitive advantage in the marketplace in order to increase the business performance (Chandra, 2009). Green advertising is a promotional strategy which enables the organizations to use unique, superior and creative ways to promote their products and services. The strong and persuasive convincing message from the green advertisements causes the consumers to focus mainly on the area that is explained to them, as well as influence consumers' purchase behavior in respect to the organization's corporate image (Zinkhan & Carlson, 1995). In addition, consumers form impressions and emotions when they are exposed to green advertisement which affects their attitude and perception toward the green advertisement and belief about the organization's corporate image (Cox, 2008).

Green Product and Customer Purchase Behaviour

Customers buy green product for non-green reason without knowing that they are green or not necessary for environmental reasons, while buying the product. Consumers purchase green product due to the fact that they perceive them to be fresh, health,

Green Marketing Practices and Customer Purchase Behaviour of Beverage Firms in Port Harcourt, Nigeria

organic and of superior quality, this further helps them to perceive the environment as being green. (Ottman & Mallen, 2014). Campher (2013), posits that consumers purchase products that are eco-friendly and environmental consciousness. However, when it comes to actual purchase, the purchase behavior is usually different from what they say. It is so because of consumer's laziness, and not be sincere towards environmental consciousness. When these green products are highly organic, fresh and health, it tends to enhance consumer purchase behavior positively.

H0₂: We therefore hypothesize that there is a significant relationship between green product and customer purchase behavior.

Green Price and Customer Purchase Behavior

Consumers will only be ready to pay for a product, if there is a perception on additional product value (Kalama, 2007). This additional value could be enhanced performance, quality taste, function visual appeal or design. An affordable price of a green product allows and encourages consumers to make a purchase. However, the cost and price of a green product may increase, but in the long-run, it tends to reduce due to learning how to use the product, incremental changes in the knowledge and the advance and cheap technology. An affordable and reduced price of green products add value to consumers perception about the product, which in turn leads to positive customer patronage.

H0₃: We therefore hypothesize that there is a significant relationship between green price and customer purchase behavior.

Green Promotion and Customer Purchase Behavior

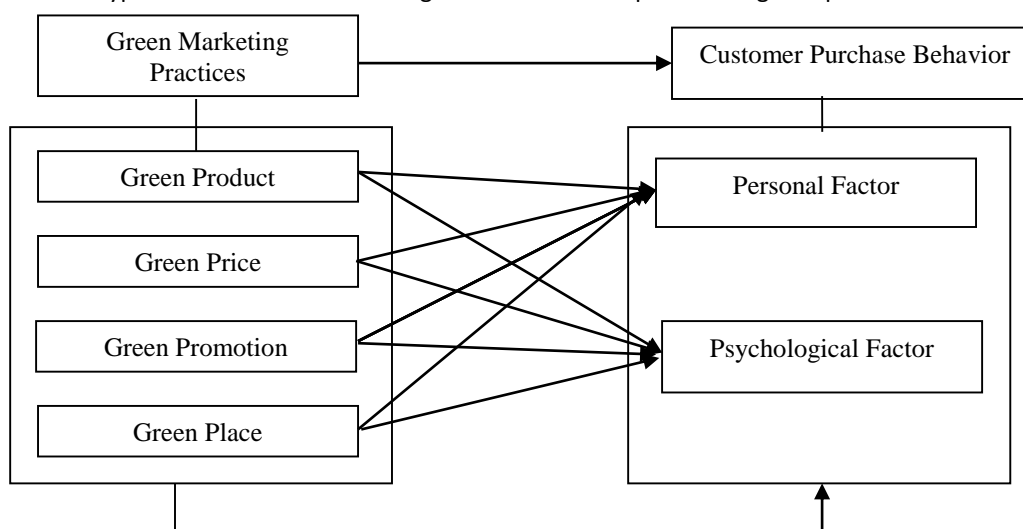
Promotional terms such as "environmentally friendly, recyclable biodegradable and ozone safe" are often seen regularly as green advertisements and consumers are seldom exposed to such messages effectively (D" Souza, 2005). Chan (2004), posits that customers seek more concrete and authenticated product information from these advertisements guide them in their purchase decisions. Emotional content in green advertisements is needed to increase customer's attention towards these advertisements. (Hawins *et al.*, 1998). According to Mendleson (1994). Achieving the goal of changing the consumers buying behavior, organization should focus more on ecological knowledge in their organizations as a whole in their advertisement campaigns and green product offerings. This will help to change the consumers purchasing behavior in the desired manner. Organizations will have to shift to the 'green' approach and also adopt green marketing activities so as to ensure sustainability of these organizations.

H0₄: We therefore hypothesize that there is no significant relationship between green promotion and customer purchase behavior.

Green Place and Customer Purchase Behavior

Green place is the process of managing logistics to minimize the transportation emissions, thereby in effect aiming at reducing the carbon footprint and in general environmental pollution (Shil, 2012). Place is not a cost generating factor, it has numerous features that can create revenues and certain outcomes. The choice of where and when to make a product obtainable by an organization, will have significant impact on customer purchase behavior. Green distribution is a very delicate operation and very few customers will go out of their way to by green products merely for the sake of it. Customers must be guaranteed of the 'Ecological nature' of the product. When these green products are distributed to consumers on time and are easily accessible, it however enhances positive customer purchase behavior.

H0₅: We therefore hypothesize that there is no significant relationship between green place and customer purchase behavior



Green Marketing Practices and Customer Purchase Behaviour of Beverage Firms in Port Harcourt, Nigeria

Organizational framework of green marketing practices and customer purchase behavior of beverages firms in Port Harcourt.

Researcher conceptualization 2022

Adopted from Jeevarathnam and Tushya (2016) and Manali (2015).

3.0 MATERIALS AND METHODS

The study adopted the cross-sectional survey design and the study was also carried out in a non-contrived setting where the researchers have no control over the study elements. The population for the study comprise of customers of (12) twelve selected beverage firms in Port Harcourt. (www.businesslist.com.ng.2018). A total of one hundred and twenty (120) customers, ten (10) customers each was drawn from the selected twelve (12) beverage firms in Port Harcourt from the sample population for the study. The study also adopted the simple random sampling technique, which enable all members of the population to have equal chances of being selected in the sample. The study also utilizes the Taro Yamane (1970) sampling formula in its decision on an appropriate size for representing the entire population. An error precision value of 0.05 was adopted in calculating the sample size given the adoption of a confidence interval of 95% (Baridam, 2001; Bryman & Bell, 2003).

4. 0. PRESENTATION OF DATA ANALYSIS

A total of ninety two (92) copies of questionnaires were distributed customers of beverage firms in Port Harcourt. Out of the 92 copies distributed, 83 copies were duly completed which represent 90.2%.

Questionnaire Distributed and Returned

A total of ninety two (92) copies of questionnaires were distributed to respondents in the beverages firm in Port Harcourt. Out of the 92 copies distributed, 83 copies were returned. Table 4.1 shows the number of questionnaires distributed and responses rates.

Table 4.1 Response Rate to Questionnaire Distributed

Number of questionnaire distributed	Number of questionnaire completed	Number of questionnaire not returned.
92 (100%)	83 (90.2%)	9 (9.8%)

Source: Survey Data, 2022

Table 4.1 indicates that out of 92 copies of questionnaires that were distributed to customers of beverage firms in Port Harcourt, 83 copies were duly completed which represent 90.2%, while 9 copies which represent 9.8% were not duly completed and thus not returned. However, for the purpose of the analysis, 54 (84.4%) copies of the questionnaire that were duly completed will be used for the study.

4.2 Demographic Representation

Table 4.2 Respondents Gender Statistics

Gender of Respondents

N	Valid	83
	Missing	0

Gender of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	29	34.9	34.9	34.9
Female	54	65.1	65.1	100.0
Total	83	100.0	100.0	

Source: SPSS output, 2022.

From the data gathered, it was discovered that 29 (34.9%) of the respondents are male, while 54 (65.1%) are female. Thus, it means that males are more than females in the brewery firms.

Table 4.3: Respondents Age Bracket Statistics

Age of Respondents

N	Valid	83
	Missing	0

Green Marketing Practices and Customer Purchase Behaviour of Beverage Firms in Port Harcourt, Nigeria

Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	9	10.8	10.8	10.8
	26-35	22	26.5	26.5	37.3
	36-45	33	39.8	39.8	77.1
	46-55	13	15.7	15.7	92.8
	56-above	6	7.2	7.2	100.0
	Total	83	100.0	100.0	

Source: SPSS output, 2022.

Breakdown of the data showed that the age bracket below 26 had a frequency of 9 or (10.8%), while those within the age of 26-35 had a frequency of 22 or (26.5%). Between the ages of 36-45 was the dominating with a frequency of 33 or (39.8%). 13 respondents (15.9%) were between the ages of 46-55. Those with the age bracket of 56 and above had a frequency of 6 or (7.2%).

Table 4.4: Marital Status of Respondents Statistics

Marital Status of Respondents

N	Valid	83
	Missing	0

Marital Status of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	21	25.3	25.3	25.3
	Married	62	74.7	74.7	100.0
	Total	83	100.0	100.0	

Source: SPSS output, 2022.

The data revealed that 21 (25.3%) of the respondents were single and 62 (74.7%) were married, while none of the respondents were divorced.

Table 4.5: Educational Qualification of Respondents Statistics

Educational Qualification

N	Valid	83
	Missing	0

Educational Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	PhD	2	2.4	2.4	2.4
	MSc	9	10.8	10.8	13.3
	BSc	38	45.8	45.8	59.0
	Dipl	15	18.1	18.1	77.1
	Cert	19	22.9	22.9	100.0
	Total	83	100.0	100.0	

Source: survey data, 2022.

The data revealed that 2 (2.4%) of the respondent had Ph.D, 9 (10.8%) had M.Sc, while 38 (45.8%) of the respondents had B.Sc, 15 (18.1%) respondents had Diploma and 19 (22.9%) had O'level certificate.

Table 4.6. Occupation of Respondents

Occupation of Respondents

N	Valid	83
	Missing	0

Occupation of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Civil Servant	39	47.0	47.0	47.0
Entrepreneur	16	19.3	19.3	66.3
Student	28	33.7	33.7	100.0
Total	83	100.0	100.0	

Sources: field survey data, 2022.

The table above shows the various occupations of respondents that filled the questionnaire. Of the 83 copies of questionnaire used, it shows that 39 which represent 47.0% are civil servants, 16 which represent 19.3% are entrepreneurs, 28 which represent 33.7% are students.

Table 4.7 Rate of Patronage of Respondents

Rate of Patronage of Respondents

N	Valid	83
	Missing	0

Rate of Patronage of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Regularly	21	25.3	25.3	25.3
Moderately	42	50.6	50.6	75.9
Rarely	20	24.1	24.1	100.0
Total	83	100.0	100.0	

Sources: field survey data, 2022.

The table above showed that 21 (25.3%) patronized their favourite beverage firms regularly, 42 (50.6%) patronized moderately, 20 (24.1%) patronize rarely.

4.4 Testing of Hypotheses

The researcher employed the Spearman rank correlation coefficient (r) statistical tool in testing the hypotheses.

Decision rules

Accept the null hypotheses (Ho) and reject the alternate hypotheses (Ha) if and only if the significant probability value (PV) >0.05, i.e, no significant correlation exist. Reject the null hypotheses (Ho) and accept the alternate hypotheses (Ha) if and only if the significant probability value (PV) <0.05 i.e a significant correlation exists.

The strength of the relationship is thus; -0.1 to -0.4 have a weak negative relationship, -0.5 to -0.7 have a moderate negative relationship, -0.8 to -0.9 have a strong negative relationship, -1 has a perfect negative relationship, 0.1 to 0.4 have a weak positive relationship, 0.5 to 0.7 have a moderate positive relationship, 0.8 to 0.9 have a strong positive relationship, 1 has a perfect positive relationship.

4.4.1 Test of Hypothesis One

Ho₁: there is no significant relationship between green product and personal factor of brewery firms in Port Harcourt.

Green Marketing Practices and Customer Purchase Behaviour of Beverage Firms in Port Harcourt, Nigeria

Table 4.14 Correlation Analysis between Green Product and Personal Factor

Descriptive Statistics

	Mean	Std. Deviation	N
Green product	16.6500	14.34637	83
Customer Personal Factor	16.5500	15.84290	83

		Green product	Customer Personal Factor
Green product	Pearson Correlation	1	.642**
	Sig. (2-tailed)		.002
	N	83	83
Personal Factor	Pearson Correlation	.642**	1
	Sig. (2-tailed)	.002	
	N	83	83

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey Data, 2022, SPSS Output

Decision: The above table shows a Pearson correlation coefficient of 0.642 and probability value of 0.002. Since the PV which is 0.002 < 0.01 we reject the null hypothesis and accept the alternate hypothesis. This result indicates that there is a moderate positive significant relationship between green product and personal factor of beverage firms in Port Harcourt.

4.4.2 Test of Hypothesis Two

H₀₂: there is no significant relationship between green product and psychological factor of beverage firms in Port Harcourt.

Table 4.15 Correlation Analysis between Green Product and Psychological Factor

Descriptive Statistics

	Mean	Std. Deviation	N
Green product	16.6500	14.34637	83
Psychological Factor	16.5500	13.04839	83

		Green product	Psychological Factor
Green product	Pearson Correlation	1	.570**
	Sig. (2-tailed)		.009
	N	83	83
Psychological Factor	Pearson Correlation	.570**	1
	Sig. (2-tailed)	.009	
	N	83	83

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey Data, 2022, SPSS Output

Decision: The above table shows a Pearson correlation coefficient of 0.570 and probability value of 0.009. Since the PV which is 0.009 < 0.01 we reject the null hypothesis and accept the alternate hypothesis. This result indicates that there is a moderate positive significant relationship between green product and psychological factor of beverage firms in Port Harcourt.

Green Marketing Practices and Customer Purchase Behaviour of Beverage Firms in Port Harcourt, Nigeria

4.4.3 Test of Hypothesis Three

Ho₃: there is no significant relationship between green price and personal factor of beverage firms in Port Harcourt.

Table 4.16 Correlation Analysis between Green Price and Personal Factor

Descriptive Statistics

	Mean	Std. Deviation	N
Green Price	16.6000	10.85987	83
Personal Factor	16.5500	15.84290	83

Correlations

		Green Price	Personal Factor
Green Price	Pearson Correlation	1	.965**
	Sig. (2-tailed)		.000
	N	83	83
Personal Factor	Pearson Correlation	.965**	1
	Sig. (2-tailed)	.000	
	N	83	83

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey Data, 2022, SPSS Output

Decision: The above table shows a Pearson correlation coefficient of 0.965 and probability value of 0.000. Since the PV which is $0.000 < 0.01$ we reject the null hypothesis and accept the alternate hypothesis. This result indicates that there is a strong positive significant relationship between green price and personal factor of beverage firms in Port Harcourt.

4.4.4 Test of Hypothesis Four

Ho₄: there is no significant relationship between green price and psychological factor of beverage firms in Port Harcourt.

Table 4.17 Correlation Analysis between Green Price and Psychological Factor

Descriptive Statistics

	Mean	Std. Deviation	N
Green Price	16.6000	10.85987	83
Psychological Factor	16.5500	13.04839	83

Correlations

		Green Price	Psychological Factor
Green Price	Pearson Correlation	1	.966**
	Sig. (2-tailed)		.000
	N	83	83
Psychological Factor	Pearson Correlation	.966**	1
	Sig. (2-tailed)	.000	
	N	83	83

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey Data, 2022, SPSS Output.

Decision: The above table shows a Pearson correlation coefficient of 0.966 and probability value of 0.000. Since the PV which is $0.000 < 0.01$ we reject the null hypothesis and accept the alternate hypothesis. This result indicates that there is a strong positive significant relationship between green price and psychological factor of beverage firms in Port Harcourt.

Green Marketing Practices and Customer Purchase Behaviour of Beverage Firms in Port Harcourt, Nigeria

4.4.5 Test of Hypothesis Five

H₀₅: there is no significant relationship between green place and personal factor of beverage firms in Port Harcourt.

Table 4.18 Correlation Analysis between Green Place and Personal Factor

Descriptive Statistics

	Mean	Std. Deviation	N
Green Place	16.7000	16.01348	83
Personal Factor	16.5500	15.84290	83

Correlations

		Green Place	Personal Factor
Green Place	Pearson Correlation	1	.966**
	Sig. (2-tailed)		.000
	N	83	83
Personal Factor	Pearson Correlation	.966**	1
	Sig. (2-tailed)	.000	
	N	83	83

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey Data, 2022, SPSS Output

Decision: The above table shows a Pearson correlation coefficient of 0.966 and probability value of 0.000. Since the PV which is 0.000 < 0.01 we reject the null hypothesis and accept the alternate hypothesis. This result indicates that there is a strong positive significant relationship between green place and personal factor of beverage firms in Port Harcourt.

4.4.6 Test of Hypothesis Six

H₀₆: there is no significant relationship between green place and psychological factor of beverage firms in Port Harcourt.

Table 4.19 Correlation Analysis between Green Place and Psychological Factor

Descriptive Statistics

	Mean	Std. Deviation	N
Green Place	16.7000	16.01348	83
Psychological Factor	16.5500	13.04839	83

Correlations

		Green Place	Psychological Factor
Green Place	Pearson Correlation	1	.907**
	Sig. (2-tailed)		.000
	N	83	83
Psychological Factor	Pearson Correlation	.907**	1
	Sig. (2-tailed)	.000	
	N	83	83

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey Data, 2022, SPSS Output

Decision: The above table shows a Pearson correlation coefficient of 0.907 and probability value of 0.000. Since the PV which is 0.000 < 0.01 we reject the null hypothesis and accept the alternate hypothesis. This result indicates that there is a strong positive significant relationship between green place and psychological factor of beverage firms in Port Harcourt.

Green Marketing Practices and Customer Purchase Behaviour of Beverage Firms in Port Harcourt, Nigeria

4.4.7 Test of Hypothesis Seven

H_{0s}: there is no significant relationship between green promotion and personal factor of beverage firms in Port Harcourt.

Table 4.20 Correlation Analysis between Green Promotion and Personal Factor

Descriptive Statistics

	Mean	Std. Deviation	N
Green Promotion	16.6000	16.13235	83
Personal Factor	16.5500	15.84290	83

Correlations

		Green Promotion	Personal Factor
Green Promotion	Pearson Correlation	1	.964**
	Sig. (2-tailed)		.000
	N	83	83
Personal Factor	Pearson Correlation	.964**	1
	Sig. (2-tailed)	.000	
	N	83	83

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey Data, 2022 SPSS Output

Decision: The above table shows a Pearson correlation coefficient of 0.964 and probability value of 0.000. Since the PV which is $0.000 < 0.01$ we reject the null hypothesis and accept the alternate hypothesis. This result indicates that there is a strong positive significant relationship between green promotion and personal factor of beverage firms in Port Harcourt.

4.4.8 Test of Hypothesis Eight

H_{0s}: there is no significant relationship between green promotion and psychological factor of beverage firms in Port Harcourt

Table 4.21 Correlation Analysis between Green Promotion and Psychological Factor

Descriptive Statistics

	Mean	Std. Deviation	N
Green Promotion	16.6000	16.13235	83
Psychological Factor	16.5500	13.04839	83

Correlations

		Green Promotion	Psychological Factor
Green Promotion	Pearson Correlation	1	.903**
	Sig. (2-tailed)		.000
	N	83	83
Psychological Factor	Pearson Correlation	.903**	1
	Sig. (2-tailed)	.000	
	N	83	83

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Field Survey Data, 2022, SPSS Output

Decision: The above table shows a Pearson correlation coefficient of 0.903 and probability value of 0.000. Since the PV which is $0.000 < 0.01$ we reject the null hypothesis and accept the alternate hypothesis. This result indicates that there is a strong positive significant relationship between green promotion and psychological factor of brewery firms in Port Harcourt.

DISCUSSION OF FINDINGS

This study examined the influence of green marketing practices on customer purchase behavior of beverage firms in Port Harcourt. A review of related literature was carried out, questionnaires were administered in order to elicit responses from the respondents on their views on the subject matter. Eight hypotheses were stated and tested with Pearson product moment correlation coefficient using SPSS. This chapter therefore discusses the findings of this study and makes conclusion as well as recommendations.

5.1 Discussion OF Findings

1. Hypothesis one stated that there is no significant relationship between green product and personal factor of beverage firms in Port Harcourt. The null hypothesis was tested at 5% significance level, the result showed p-value to be 0.002 while alpha value was 0.05, following the decision rule, the null hypothesis was rejected and the alternate accepted, meaning that there is a significant relationship between green product and personal factor of beverage firms in Port Harcourt.
2. Hypothesis two stated that there is no significant relationship between green product and psychological factor of beverage firms in Port Harcourt. The null hypothesis was tested at 5% significance level, the result showed p-value to be 0.009 while alpha value was 0.05, following the decision rule, the null hypothesis was rejected and the alternate accepted, meaning that there is a significant relationship between green product and psychological factor of beverage firms in Port Harcourt.
3. Hypothesis three stated that there is no significant relationship between green price and personal factor of beverage firms in Port Harcourt. The null hypothesis was tested at 5% significance level, the result showed p-value to be 0.000 while alpha value was 0.05, following the decision rule, the null hypothesis was rejected and the alternate accepted, meaning that there is a significant relationship between green price and personal factor of beverage firms in Port Harcourt.
4. Hypothesis four stated that there is no significant relationship between green price and psychological factor of beverage firms in Port Harcourt. The null hypothesis was tested at 5% significance level, the result showed p-value to be 0.000 while alpha value was 0.05, following the decision rule, the null hypothesis was rejected and the alternate accepted, meaning that there is a significant relationship between green price and psychological factor of beverage firms in Port Harcourt.
5. Hypothesis five stated that there is no significant relationship between green place and personal factor of beverage firms in Port Harcourt. The null hypothesis was tested at 5% significance level, the result showed p-value to be 0.000 while alpha value was 0.05, following the decision rule, the null hypothesis was rejected and the alternate accepted, meaning that there is a significant relationship between green place and personal factor of beverage firms in Port Harcourt.
6. Hypothesis six stated that there is no significant relationship between green place and psychological factor of beverage firms in Port Harcourt. The null hypothesis was tested at 5% significance level, the result showed p-value to be 0.000 while alpha value was 0.05, following the decision rule, the null hypothesis was rejected and the alternate accepted, meaning that there is a significant relationship between green place and psychological factor of beverage firms in Port Harcourt.
7. Hypothesis seven stated that there is no significant relationship between green promotion and personal factor of beverage firms in Port Harcourt. The null hypothesis was tested at 5% significance level, the result showed p-value to be 0.000 while alpha value was 0.05, following the decision rule, the null hypothesis was rejected and the alternate accepted, meaning that there is a significant relationship between green promotion and personal factor of beverage firms in Port Harcourt.
8. Hypothesis eight stated that there is no significant relationship between green promotion and psychological factor of beverage firms in Port Harcourt. The null hypothesis was tested at 5% significance level, the result showed p-value to be 0.000 while alpha value was 0.05, following the decision rule, the null hypothesis was rejected and the alternate accepted, meaning that there is a significant relationship between green promotion and psychological factor of beverage firms in Port Harcourt.

5.2 Conclusion

Based on the result of all the tested hypotheses, all the null hypotheses were rejected and the alternate accepted. We therefore conclude that there is a significant relationship between green marketing practices on customer purchase behavior of beverage firms in Port Harcourt.

5.3 Recommendations

The following recommendations were made based on the result of the study.

1. Beverage firms in Port Harcourt should always package their products with materials that are friendly with the environment.
2. Beverage firms should take recyclability more serious and provide bins where non-recyclables can be disposed.
3. There is more awareness of the subject matter amongst consumers, and as such, beverage firms that produce environmental friendly product would endear their brands in the minds of customers.
4. Beverage firms should make their products accessible and in a friendly environment.

Green Marketing Practices and Customer Purchase Behaviour of Beverage Firms in Port Harcourt, Nigeria

5. Beverage firms while advertising their products should also create awareness of the effect of usage of unfriendly products.

REFERENCES

- 1) Abzari, M., Faranak, S.S., Sharbiyani, A.A. and Morad, A.P. (2013). Studying the effect of green marketing on market share increase, *European Journal of Natural and Social Sciences* (online), 2(3), pp. 641-653.
- 2) Agyeman, C.M. (2014). Consumer's buying behaviour towards Green products: an exploratory study, *International Journal of Management Research and Business Strategy* (online), 3(1), pp. 188-197.
- 3) Ahern, L. (2013). *Why emotion beats reason in green marketing*.
- 4) Ansar, N. (2013). Impact of green marketing on consumer purchase intention, *Mediterranean Journal of Social Sciences* (online), 4(11), pp. 650-655.
- 5) Asika, N. (2012). *Research methodology in the behavioural sciences*. Longman Nigeria Plc. Lagos State
- 6) Bello, Y. O., & Bello, M. B. (2016). *Food & beverages service practice*. Grace Excellent Publisher, Ondo
- 7) Boztepe, A. (2012). Green marketing and its impact on consumer buying behaviour, *European journal of Economic and Political Studies* (online), 5(1), pp. 5-19.
- 8) Bryman, A. & Bell, E. (2003). *Business Research Methods*. Oxford University Press.
- 9) Campher, H. (2013). Our Obsession with Sustainability: in search of the lesser-spotted Green Consumer. Available at: <http://www.csrwire.com/blog/posts/766-our-obsession-with-sustainability-in-search-of-the-lesser-spotted-green-consumer> [Accessed: 11 August 2015].
- 10) Chan, Y.K.R. (2004). Consumer responses to environmental advertising in China. *Marketing Intelligence & Planning*, Vol. 22 No.4, pp.427-37.
- 11) Chandra, M. (2009), Green marketing: A new dimension in the marketing field. *Economic Challenger*.
- 12) Charter, M., Peattie, K., Ottman, J. & Polonsky, M. J. (2002) Marketing and sustainability, Centre for Business relationship, accountability, sustainability and society (BRASS) in association with the centre for sustainable Design. 6-19
- 13) Cox, M. J. (2008). Sustainable Communication: A Study of Green Advertising and Audience Reception within the growing arena of Corporate Social Responsibility. Case Study: British Petroleum. *Earth & E-nvironment*, 3, 32-51.
- 14) Davis, G. (2014). *Why product packing influences consumer buying behaviour*
- 15) Diglel, A. and Yazdanifard, R. (2014). Green marketing and its influence on buying behaviour and the attitudes of purchasers towards eco-friendly products. *Global Journal of Management and Business Research* (online), 7(11), pp. 11-18.
- 16) Driessen, P. H. (2005). Green product innovation strategy Tilburg: CentER, *Center for Economic Research*.
- 17) D'Souza, C. (2005). Green advertising effects on attitude and choice of advertising themes. *Asia Pacific Journal of Marketing and Logistics*, Vol. 17 No.3, pp.51-66.
- 18) Environmental Protection Agency, (2007). *Green Marketing: The Competitive Advantage of Sustainability*. Queensland Government, Australia.
- 19) Hart, S. L. (1995) A natural-resource-based view of the firm. *Academy of management review*, 20(4) 986-1014
- 20) Hawkins, D.I., Best, R.J., Coney, K.A. (1998). *Consumer Behaviour: Building Market Strategy*. McGraw-Hill, Boston, MA, pp 24-42 .
- 21) Holden, R. K. and Nagle, T. T. (1998). Kamikaze pricing. *Marketing Management* 7(2): 30–39.
- 22) Howard, J. A. & Sheth, J. N. (1969). *The theory of buyer behaviour*. New York: John Wiley and Sons.
- 23) Ibekwe, C. F. (2012). *Statistics of marketing research in Nigeria: Skillmark Media Ltd*
- 24) Jain, S. K. & Kaur, G, (2003a), Green marketing: Conceptual issues and strategic orientation, *Review of Commerce Studies*, 22 (1): forthcoming
- 25) Jain, S.K. & Kaur, G. (2003b), Strategic green marketing: How should business firms go about adopting it?, *Indian Journal of Commerce*, 55(4); Oct – Dec 1-16.
- 26) Jeevarathnam P. G. & Tushya L. G. (2016). The influence of green marketing on consumer purchase behavior. *Environmental Economics* , 7(2). doi:10.21511/ee.07(2).2016.8
- 27) Jenkins, W. (2010) Sustainability theory, Berkshire Encyclopedia of sustainability: The spirit of sustainability, Vol. 1 380-384.
- 28) Jones, P., Clark-Hill, C., Comfort, D. & Hillier, D. (2008) Marketing and sustainability. *Marketing intelligence & planning* 26(2). 123-130. *Emerald Group Publishing Limited*.
- 29) Kalama, E.(2007) "*Green Marketing Practices by Kenya Petroleum Re-refineries: A Study of the Perception of the Management of Oil Marketing Companies in Kenya*," Doctoral dissertation, School Bus., Univ. Nairobi, Kenya, 2007.

Green Marketing Practices and Customer Purchase Behaviour of Beverage Firms in Port Harcourt, Nigeria

- 30) Kapelianis, D. and Strachan, S. (1996). The price premium of an environmentally friendly product. *South African Journal of Business Management* 27(4): 89–96.
- 31) Kardes, F. Cline, T. and Cronley, M. (2011). *Consumer behaviour: Science and Practice*. South-Western Cengage Learning.
- 32) Kenesei, Z. and Todd, S. (2003). The use of price in the purchase decision. *Journal of Empirical Generalizations in Marketing Science* 8(1): 1–21.
- 33) Khan, M. (2006). *Consumer behaviour and advertising management*. New Age International.
- 34) Kilbourne, W. E. (1998). Green marketing: A theoretical perspective. *Journal of marketing management*, 14 (6), 641-656
- 35) Kothari, C. R. (2009). *Research methodology: methods & techniques*. (second revised edition). New Age International Publishers, New Delhi
- 36) Kotler, P. and Armstrong, G. (2007). *Principles of marketing*. 12th ed. Boston: Pearson Education.
- 37) Kumar, P. (2015) Green marketing innovation in small Indian firms. *World Journal of Entrepreneurship Management and Sustainable Development*, 11(3), 176-190.
- 38) Kumar, P. (2016) State of green marketing over 25 years (1990-2014): Literature survey and classification, marketing intelligence & planning. 34(1) 137-158
- 39) Lichtenstein, D. R., Ridgway, N. M. and Netemeyer, R. G.(1993). Price perception and consumer shopping behaviour: A field study. *Journal of Marketing Research* 30(2): 234–245.
- 40) Manget, J., Roche, C., & Münnich, F. (2009). Capturing the Green Advantage for Consumer Companies (online). Boston: The Boston Consulting Group. Available at: <https://www.bcg.com/documents/file15407.pdf> [Accessed: 08 July 2015].
- 41) Mendleson, N. (1994). Environmental marketing business partnering at AFC-developing strategic alliances, environmental marketing: critical success strategies for reaching the green consumer. *Proceedings of the 1994 Conference, Sydney, 22-23 February*, pp.87-103.
- 42) Nachamias, D. & Nachamias, F. C. (1996). *Research methods in the social sciences*, 5th Ed. Arnold, Santa Cruz.
- 43) Nagle, T. T. and Holden, R. K. (2002). *The strategy and tactics of pricing*. 3rd ed. Englewood Cliffs: Prentice-Hall.
- 44) Nisel, R. (2001). Analysis of consumer characteristics which influence the determinants of buying decisions by the logistic regression model. *Logistics Information Management* 14(3): 223–228.
- 45) Ogbuji, C. N. (2013). *Marketing research*. African entrepreneurship and leadership initiative, Port-Harcourt.
- 46) Ottman, J & V. Terry, (1998). Strategic Marketing of Greener Products, *Journal of Sustainable Product Design*, April 1998: www.greenmarketing.com/articles/jsplApr98.html
- 47) Ottman, J. & Mallen, D. (2014). 5 Green Marketing strategies to earn consumer trust. Available at: <http://www.greenbiz.com/blog/2014/01/14/five-strategies-avoid-taint-greenwash-your-business> (Accessed: 21 August 2015).
- 48) Ottman, J.: (1998). *Green marketing: Opportunity for innovation*. MacGraw Hill. New York, 1998.
- 49) Polonsky, M. J. (2011). Transformative green marketing: Impediments and opportunities. *Journal of Business Research*, 64(12), pp 1311-1319.
- 50) Polonsky, M.J. & Rosenberger, P. J. (2001). Re-evaluating green marketing: a strategic approach. *Business Horizons*, 44(5), pp 21-30.
- 51) Radulescu, V., Cetina, I. and Orzan, G. (2012). Key factors that influence behavior of health care consumer, the basis of health care strategies. *Contemporary Readings in Law and Social Justice*, 2012. 4(2): p. 992+.
- 52) Ramachander, S. (1988), Consumer behaviour and marketing: Towards an Indian Approach? *Economic and Political Weekly*, 23(9): p. M22-M25.
- 53) Sharma, Y. (2011). Changing consumer behaviour with respect to green marketing- A case study of consumer durables and retailing. *International Journal of Multidisciplinary Research*, 1(4).
- 54) Shil, P.(2012 "Evolution and Future of Environmental Marketing," *Asia Pacific J. Marketing Manage. Rev.*, vol. 1,no. 3,pp. 74-81, 2012.
- 55) Smith, M. F. and Carsky, M. L. (1996). A comparison of involved and uninvolved consumers. *Journal of Retailing and Consumer Services* 3(2): 73–80.
- 56) Solomon, M. (2004). *Consumer behaviour*. Sixth edition. Prentice Hall.
- 57) Steer, A. & Wade-Grey, W. (1993) Sustainable development: Theory and practice for a sustainable future, *sustainable development*. 1 (3). 23-35.
- 58) Wasik, F. J. (1996). *Green marketing and management: A global perspective*. Malden: Blackwell Publishers Inc.
- 59) Young, W., Hwang, K., McDonald, S., & Oates, C. J. (2010). Sustainable consumption: Green consumer behaviour when purchasing products. *Sustainable development*, 18, 20-10. doi: 10.1002/sd.394

Green Marketing Practices and Customer Purchase Behaviour of Beverage Firms in Port Harcourt, Nigeria

- 60) Yuhanis, M. Y.,(2004). *Attitude and willingness to pay for green products*. Master's diss., University Utara Malaysia, Kedah, Malaysia.
- 61) Zinkhan, G. M., & Carlson, L. (1995). Green advertising and the reluctant consumer. *Journal of Advertising*, 24(2), 1.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.