GREEN ADVERTISING AND GREEN PURCHASE BAHAVIOUR: A PARADIGMIC QUALITATIVE METHOD

AKEKUE Alex, Nennaaton
Department of Marketing Faculty of Management Sciences
Rivers State University Port Harcourt
nennyalexa@gmail.com

GLADSON-NWOKAH, Juliet
Department of Marketing, Faculty of administration Management
Rivers State University, Nkpolu, Port Harcourt
julietgladson24@gmail.com
07063272090

ABSTRACT

Myriads of extant studies abound on quantitative analysis of green advertising and purchase behaviour, but this study takes a detour into qualitative analysis of green advertising (GAD) and purchase behaviour (GPB) of university lecturers in Nigeria. Twenty-four (24) lecturers drawn from three categories: professor, associate professors and senior lecturers were purposively sampled. We adopted a qualitative study paradigm and deployed interview protocol using Nvivo 12. to collect primary data while secondary data was sought from scholarly literature, relying on ELM, TPB and PIF theoretical frameworks. Our major findings revealed that eco-label advertising (ELA) and consumer orientation advertising (COA), had a positive and significant influence on PUB while celebrity advertising (CEA), suggested an insignificant influence on GPB and thus, concluded that CEA was not a good GAD strategy for eliciting PUC in Nigeria. We therefore recommended the use of ELA and COA as more viable strategies that can provoke GPB, and reduce the menace on our physical environment. Some serendipitous findings, such as educational awareness, price perception, educational level and government support, were unfolded thus adding to scholarly literature on green advertising.

*Keywords***:** Green Advertising, eco-label, advertising, celebrity advertising, consumer orientation advertising, green purchase behaviour and Elaboration Likelihood Model TPB and PIF Model

INTRODUCTION

There is no gainsaying the fact that manufacturing processes, consumer purchase and post purchase activities have done more harm than good to our physical environment. Environmental degradation such as land pollution and waste generation are believed to be triggered by activities such as manufacturing, high consumptive lifestyle, processing, discarding, polluting etc. (Bandura, 2007: Akekue & Amue, 2019). The mounting pressure of environmental pollution and the increasing apprehension of global warming have practically moved so many consumers to voice their concerns towards environmental protection (Borah et al, 2023) and also encouraged many modern organizations into engaging in socially responsible activities, such as developing green products (Liao et al., 2020).

Evidently, protecting the physical environment has now become a duty of various stakeholders, governmental organisations, corporate firms, non-profit organisations and consumers. A firm's green initiatives will succeed better when there is collaboration with key stakeholders such as suppliers and consumers (Borah et al, 2023). The government as a stakeholder is not isolated from this fight; she is expected to take her stance on environmental degradation and pollution by enacting laws and regulations to guide sustainability activities. Firms are devoting more efforts at producing green products using low-toxicity materials which can be recycled and will not poison the environment (Calkins, 2008). However, for the fight against environmental degradation to succeed, consumers remain key players (Borah, Dogbe, Dzandu, & Pomegbe, 2023; Akekue et al., 2023). A consumer's decision is the most important because it motivates producers to deliver green products (Suplico, 2009).

Green consumer behaviour is one phenomenon that has evolved as a new paradigm in the marketing discipline and contemporary consumer research (Charter et al., 2002; Cheng, 2016: Jaiswala & Kant, 2018). Green purchase behaviour (GPB) is a subset of green consumer behaviour which includes repurchasing, recycling and the reuse of green products (Zha et al., 2014). GPB is critical in minimizing the environmental impact of consumed goods to meet the importance of green consumption (Yusoff, Alias & Ismail, 2023) and lessening environmental burdens emanating from human activities, product production and consumption (Ho et al, 2010; Malatinec, 2019). When a consumer modifies their purchase behaviour, it can aid in reducing environmental problems and promote sustainable production (Ahn et al., 2020). On the other hand, consumers must be aware of their green purchase responsibilities so that firms' efforts will not be wasted.

However, GPB is still not popular in Nigeria as we observe that many Nigerian consumers are yet to understand the detrimental effects of their purchase actions on the physical environment and even on the peoples' health and safety. Ukenna and Nkamnebe (2016) aver that pr-environmental behaviour in Nigerian society is still at its infancy stage. About 5% of the populace engages in green purchase intention (Karatu & Mat 2015) and despite vast assortments of green products in the fast-moving consumer goods (FMCG) sector in Nigeria, there is little notice of green purchase activity (Olamiyu, 2012; Quick pulse, 2011 as cited in Akekue & Wali, 2020). Further research shows 36% of young Nigerian green consumers are willing to buy green products because of green benefits (Ogiemwonyi et al. (2020c). While large number of scholarly works have been carried out on GPB in developed and emerging nations, (e.g. Borah et al., 2023: Ummar et al, 2023, Aiswal & Kant, 2018) Nigeria has registered very little scholarly literature on GPB (e.g. Karatu and Nik-Mat, 2015a: Ukenna and Nkamnebe, 2017; Ojiaku et al, 2018; Akekue & Amue, 2019; Ogiemwonyi, 2022) are some few that exist.

Globally, there has been an increase in GAD in scholarly studies between 2011 and 2020 (Abhishek et al., 2020) as more and more green advertising studies continue to emerge in this present decade Akekue et al, 2023). This increasing attention in the nature of green advertising (Banerjee et al., 1995) is placing greater emphasis on the green consumers by present day organizations (Stafford & Hartman, 1996). Literature evidences reveal that GAD has positive effect on consumer purchasing behaviour (Çavus, 2022) and some dimensions of GAD are found to have positive relationship with purchase intention. Based on our knowledge of scholarly literature, a greater number of these studies (e.g. Akekue & Amue, 2019; Biao et al., 2020; Bora et al, 2023; Eugine, 2020) were empirically investigated thereby leaving a gap in literature. In addition to bridging the scanty literature Gap on GAD and GPB in Nigeria, this study affords us

the opportunity to prove the results achieved so far by examining GAD and GPB from a qualitative paradigm. Our constructs, eco-label advertising, celebrity advertising and consumer orientation advertising are drawn from the theoretical underpinnings of this study, specifically - Elaboration Likelihood Model - ELM (Petty & Caccioppo 1981), the theory of planned behaviour - TPB (Ajzen, 1991) and PIF Model - Patterns - Inhibitors - Facilitators (Ukenna & Nkamnebe, 2016). Our main objective therefore is to fill this knowledge gap in scholarly literature by examining green advertising (GAD) and green purchase behaviour (GPB) in Nigeria from a qualitative paradigm deviating from the quantitative paradigm adopted in some previous studies.

LITERATURE REVIEW

The Elaboration Likelihood Model- ELM (Petty & Caccioppo 1981)

This theory was propounded by Petty and Caccioppo in (1981). ELM is a "general theory of attitude change that provides a general framework of organizing, categorizing and understanding the basic processes underlying the effectiveness of persuasive communication" (Petty and Caccioppo, 1986, p. 125). The main premise of this model rests on two pillars - the central route and the peripheral route (Petty & Caccioppo, 1986). "The first type of communication was that which resulted from a person's careful and thoughtful consideration of the true merit of the information presented in support of an advocacy (central route). The second (peripheral route) re likely occurred as a result of a simple cue in the situation context (an attractive source) that induced change without necessitating scrutiny of the true merit of the information. (Petty& Caccioppo, 1986, p. 125 as cited in Akekue et al 2023) The central route to persuasion is when a persuasive message stimulates awareness, thoughtful and mental engagement (Powell et al., 2017). Through the central route a person under a high degree of cognitive elaboration develops attitude (Hartmann & Apaolaza-Ibáñez, 2009; Powell, 2017).

The peripheral route refers to responses to information that requires no thoughtful consideration and are highly influenced by contextual cues (Petty and Caccioppo,1981; 1986). (Wagner and Petty 2011) assert that personal relevance which is a motivational factor and an ability factor is an influencing factor in message processing. Eco-label advertising will demand a consumer to pass through a central route to elaborate on the advertising message while celebrity advertising is a peripheral route that demands no elaboration on the advertising information. Additionally, one of our predictor variables – consumer orientation advertising highlights the need for advertising message to address issues which are personally relevant to a consumer. Some studies that used ELM persuasion model in environmental advertising include (Hartmann & Apaolaza-Ibáñez, 2009; Neese & Favia, 2013).

Theory of Planned Behaviour – TPB (Ajzen, 1991)

This theory is empirically confirmed as a superb framework for measuring and identifying those salient elements that influence both behavioural intentions and behaviour in general (Montano et al., 1997). TPB metamorphosed from TRA which is a characteristic interplay of three major psychological constructs, attitude, intention and behaviour. TRA emphasized the importance of intention to perform a given behaviour while the perceived behavioural control PBC is an additional element to TPB which focuses on the perception of control over behaviours construct (Ajzen, 1991). TPB postulates that the intention to perform a given behaviour is the immediate

antecedent of behaviour. (Ajzen, 1991) which is influenced by three constructs – attitude towards a given behaviour, subjective norm (SN) and the behaviour component which is (PBC).

Attitude demonstrated towards a given behaviour is the degree to which someone evaluates that behaviour favourably or unfavourably (Vermeir & Verbeke, 2007). While SN refers to the social pressure on a person towards engaging or not engaging in a specific behaviour, PBC deals with the perception of control over the specific behaviour. To explain GPB towards green products, TPB has four factors namely; The attitude that reflects favourable or unfavourable evaluation towards green behaviour, social aspect SN which represents the person's view and his reference group, PBC that depicts the likelihood of executing the given action and purchase intention (PI) which shows a consumer's ability to perform an act (Ajzen, 1991, as cited in Ogiemwonyi, 2022). TPB has often been applied in GPB (e.g. Lee, 2017; Liobikiene et at., 2016; Ogiemwonyi. 2022; Vermeir & Verbeke, 2007). In this study GPB is our dependent variable.

The PIF Model - Patterns - Inhibitors - Facilitators (Ukenna & Nkamnebe, 2016)

The PIF conceptual framework (Ukenna & Nkamnebe, 2016) gives direction to emerging researchers on pro-environmental (PE) and sustainable consumption (SC) studies in the Sub-Saharan Africa (SSA). The model shows some patterns, inhibitors, and facilitators of SC and PE practices globally. The patterns include green purchase decision (GPD), waste management/reduction (WMR), recycling and renewable energy. The inhibitors are educational awareness, government regulations, price perception, religious and social group. The facilitators are, environmental concern and educational level, while attitude and intention are used as moderating variables. The authors posit that intention is suitable as a dependent variable and among these patterns which are globally recognized, only WMR and GPD which are at their infancy stages are the two patterns currently recognized practiced in Nigeria. Our dependent variable in this study GPB is an outcome of a consumer's purchase decision and a pattern of pro-environmental behaviour.

Green Advertising (GAD)

GAD is a dimension of green marketing (Polonsky, 1994) and a promotional strategy aimed at influencing consumers' cognitions, attitudes, and behaviors by promoting environmentally friendly features in the production, distribution, or recycling of products or services (Matthes, 2019). It is a major green marketing strategy that has given green products the needed visibility and perception (Rahbar and Walid, 2011)' Carlson et al (1993) proposed four ways in which green advertisements advertising can be conveyed; namely, product orientation, process orientation, image orientation, and environmental or factual orientation. A fifth dimension is added by Matthes (2019) as a combination of the four foci. From a close examination, the product and process orientations show an organization's intervention effort in the marketplace that had a pleasant effect and positively impact the environment (Carlson et al., 1996b).

The product orientation focused mainly on the environmentally friendly or green attributes of a product; such as biodegradability, recyclability, environmentally friendly, ozone safe, etc. Again, the process orientation's emphasis is on the production processes, techniques, internal technology etc. In other word, organizations' environmental efforts are built on more practical claims and reliable information (Carlson et al., 1993; Ottman, 1995). Contrari-wise, the image orientation and environmental or factual orientation could be considered as 'associative claims" that are less

substantive in nature. The claims are tied to some credible environmental information (Carlson et al., 1996).

It is based on these four focal areas that the environmental advertising constructs namely, ecolabel advertising, celebrity advertising and consumer orientation examined in this study were derived. Under product orientation, a firm may use eco-label advertising to communicate friendly or green attributes such as biodegradability, recyclability, environmentally friendliness etc. On the other hand, a firm may decide to engage a celebrity who may represent the company as a spokesperson for some considerable period of time; making appearances in print or electronic adverts (Khatri, 2016) and communicating the environmentally friendly attributes of its products to the public.

Apart from a product's specific message that is important in addressing environmental issues, other basic elements that reflect and address the fundamental motivations of the consumers are equally important as they provide the context, tone and support for a product's specific message (Davis, 1993). Therefore, achieving success in environmental marketing will yield needed outcome by identifying and satisfying the needs and preferences of consumer and customer orientation towards environmental appeals is one of the strategies for addressing environment (green) advertising (Davis, 1993). It is on this argument that that consumer orientation is adopted in this study as a dimension of environmental advertising. In this study three dimensions of GAD will be treated, Eco-Label Advertising (ELA), Celebrity Advertising (CEA) and Consumer Orientation Advertisig (COA). Empirically GAD is thoroughly reviewed (Akekue & Amue, 2019; Biao et al., 2020; Bora et al, 2023; Eugine, 2020) […]

Green Purchase Behaviour

Green purchase behaviour is the purchase of environmentally friendly or sustainable products that are recyclable and do not cause any harm but beneficial to the environment and society (Chan, 2001; Mostafa, 2007 as cited Jaiswala & Kant, 2018). Schlegelmilch, Bohlen and Diamantopoulos (1996) argue that consumers with high environmental consciousness are likely to indulge in more green purchase behaviour than those consumers who have low environmental consciousness. Amongst other pro-environmental behaviour such as recycling behaviour, renewable energy behaviour and waste management, green purchase decision is one manifestations of environmental sustainability patterns in sub-sahara Africa and in extension Nigeria (Ukenna & Nkamnebe, 2016). Increasing environmental concern has motivated many organizations globally to invest into green product manufacturing. But despite these huge investments in green production globally (Gleim et al., 2013) the response towards green product purchase is below expectation (polonsky, 2011) suggestive of the need for greater environmental awareness.

When a consumer is environmentally conscious, he gravitates towards environmental related issues which subsequently lead him to purchase behaviour (Laroche, Bergeron & Barbaro-Farleo, 2001). Ignited by increased consumer's environmental concern, firms are taking proactive measures at evolving programmes that are environmentally related to stimulate higher consumer awareness (Polonsky, 1995). A nuber of studies have been conducted on GPB e.g. Karatu and Nik-Mat. (2015a) studied the predictors of green purchase behaviour in Nigeria, Ukenna and Nkamnebe (2017) carried out a Pilot study of sustainable consumption behaviour in Sub-Africa, Ojiaku et al. (2018) carried out a study on the cognitive and affective predictors of green purchase intentions among Nigeria health workers, Akekue and Amue (2019) empirically investigated green advertising and green purchase behaviour of university lecturers in South-South Nigeria and

Ogiemwonyi (2022) examined factors influencing generation Y green behaviour on green products in Nigeria.

METHODOLOGY

This study is anchored on constructivism philosophical paradigm which paradigmatic approach is inductive and a paradigmatic qualitative method (Neuman, 2006). Our geographic scope is south-south Nigeria while our target population is a finite population of 24 participants which constitutes our sample size For an For ethnography study in social science research, sample size usually ranges between 20-30 (Bryman 2012; Creswell 1998). This study therefore elected 24 participants with each university having four (4) from the three categories of academic staffs consisting of professors, associate professors and senior lecturers drawn from six (6) federal government-owned universities in the south-south of Nigeria. They include: University of Benin, University of Calabar, University of Port Harcout, University of Uyo, Federal University Otueke and Federal University of Petroleum, Ofuru. The study adopted interview protocol and observations methods which are dominant methods in the naturalist (interpretive) paradigm (Golafshani, 2003). Semi-structured interview method was analyzed with Nvivo 12. The interview includes questions about the participants demographics, questions on the study variables and through audio which was complimented with observation method gathered though serendipitous findings.

RESULTS

A comprehensive demographic information based on the responses to the closed-ended questions on the participant's institution, rank and gender were provided in various charts, figures and project maps but could not be presented here because of space.

Eco-Label Advertising (ELA) Impact

Figure 4.1.2.1 shows the cluster analysis for eco-label advertising impact. The 24 interview participants were asked to respond to the interview question "How does eco-label ELA affect your GPB; for example, let's say you want to buy a light bulb, and then you see a particular energy bulb with eco-labels, will you say the producer has addressed your concerns about environmental cause?". Figure 4.33 showed the project map of their responses. Figure 4.34 shows the word cloud for eco-label advertising and its factors.
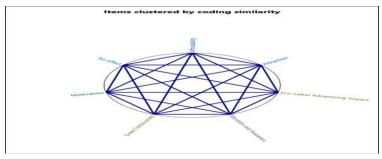

Figure 1: Cluster Analysis for ELA Impact
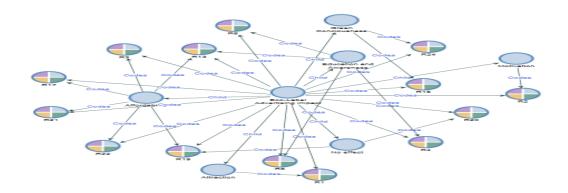Source: NVIVO Output based on Interview Responses

Figure 2: Project Map for ELA Impact
Source: NVIVO Output based on Interview Responses

Figure 3: Word frequency for ELA Impact
Source: NVIVO Output based on Interview Responses

From the cluster analysis in figure 4.1.2.1 we can see that participants identified five ELA factors that influence GPB. These include motivation, green consciousness, education and awareness, attraction and affordability. However, some participants also believe that ELA has no effect on GPB. The breakdown of these responses (see figure 4.1.2.3) is as follows:

Motivation: This factor has only one case. Evidence: R2, a female senior lecturer in Federal University OTUEKE, noted that "…eco-label can affect my decision to go for a particular product. Eco-label for me is an addition, because eco-label is not the determining factor for what you are going for but seeing an eco-label on the product I'm yearning for, it's an additional motivation to buy the product".

Green Consciousness factor has two cases; R18 and R24. Evidence: R18, a male senior lecturer in FUPRE, noted that "I will go for the green one immediately, let it be my little contribution in supporting the green movement". Also, R24, a male senior lecturer in University of Benin, submitted that "I will not think twice, I will go for the green one immediately, yes, that's what I will do".

Education and Awareness: This factor has four cases; R4, R5, R6 and R13. Evidence: R4, a male senior lecturer in Federal University OTUEKE, stated that "For those who are educated will

understand more especially all these noiseless generation, they carry environmentally friendly labels. It affects my decision in buying things". Similarly, R5, a senior lecturer from OTUEKE, noted that "For an averagely enlightened person, it affects. In that regard, to some specific products, the awareness is high to a large extent I agree with you that such labelling affects green purchase decision". Also, R6, a male senior lecturer in University of Uyo, stated that "To me as an educated person, it will and as an environmentalist it will. But it still boils down to the same thing; I'm talking about education and awareness. I'm highly educated in that area, my consciousness is very high in that area, but there are some people that have not attained. So even if they see, it wouldn't make any meaning to them so what actually should be are of the major cardinal thing to be done is to increase the level of awareness and education". Finally, R13, a female senior lecturer in University of Calabar, noted that "To be frank I don't really check for those things, I only consider the price and capacity of the product. So, it doesn't change the way I buy things, if you are talking about capacity and price, then, that's what affects my decision. But I won't mind checking for them after now. I think we need things like this, awareness to push people like us to consider going for green products".

Attraction: This factor has one case. Evidence: R1, a male senior lecturer in Federal University OTUEKE, stated that "You know based on my knowledge now, I think it's something that will attract me. If I see something like these products produce less toxic carbon, less toxic compounds and make the atmosphere friendly, it doesn't produce enough toxic gas, it will then attract me. Like this trend now, there was a time when this gas-fuel generator was trending that it was safer and more economical, and green friendly than the so-called fuel or diesel, these are the things that attracts me. It does affect my decision in buying things".

Affordability Price Perception: This factor has six cases; R3, R13, R17, R19, R21 and R22. Evidence: R3, a male senior lecturer in Federal University OTUEKE, stated that "The most important thing I consider is price, after price I can look at the other thing. If money is not the problem, then I will go for the eco-label ones. I can leave my conventional products for eco-label or green products". Similarly, R17, a male senior lecturer in FUPRE, submitted that "As long as I can afford it, I won't hesitate in buying the friendly one, the eco-friendly one". Further, R21, a male professor in University of Benin, stated that "The eco-friendly one of course, and that too will depend on price, with the way people are dying of generator fumes in this country, who won't want a good one. As long as I can afford it". Lastly, R22, a male senior lecturer in University of Benin, noted that "There will be some other factors, money, but if it's advantageous to the health, I can consider it to the one I intend buying and that will also depend on the price variations, between the two, then, the price difference should not be much.

No effect: Two participants; R19 and R20, believed that ELA has no effect on GPB. Evidence: R19, a male senior lecturer in FUPRE, stated that "It is the government's responsibility to ensure environmentally unfriendly generators are not imported to the country, so it won't affect my decision". Similarly, R20, a senior lecturer also from FUPRE stated that "Before leaving the house, I will plan what to buy, if I get there and see a better one, I won't change my mind".

Celebrity Advertising (CEA) Impact

The result showed the cluster analysis for CEA impact. The 24 interview participants were asked to respond to the interview question "How does celebrity endorsement/advertising of green

products affect the GPB?". Figure 4.1.3.2 shows the project map of their responses. Figure 4.37 showed the word cloud for CEA and its factors.
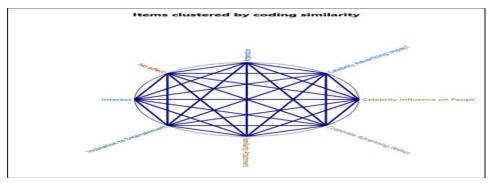

Figure 4: Cluster Analysis for CEA Impact
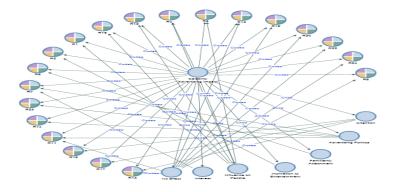Source: NVIVO Output based on Interview Responses

Figure 5: Project Map for CEA Impact
Source: NVIVO Output based on Interview Responses

Figure 6: Word frequency for CEA Impact
Source: NVIVO Output based on Interview Responses

From the cluster analysis in figure 4.1.3.1, the participants identified five CEA factors that influence GPB These include attention, interest, celebrity influence on people, people's inclination to entertainment and familiarity attachment. However, some participants also believed that celebrity advertising has no effect on GPB while some believe that it is a kind of corporate advertising politics that is used to trick people. The breakdown of these responses (see figure 4.36) is as follows:

Attention: This factor has three cases; R13, R17 and R19. Evidence: R13, a female senior lecturer in University of Calabar, noted that "The aim of celebrity is to make the product known, their

presence doesn't really affect how green the product is or not, but then if you want people to buy your product, you can use a celebrity to catch their attention". Similarly, R17, a male senior lecturer in FUPRE, stated that "If you want to catch the peoples' attention, aside social media, you can use celebrities, but that doesn't mean their using them shows the product is what it is, but to attract customers they can be used". Also, R19, a male senior lecturer in FUPRE, submitted that "Using celebrities can get people's attention including mine".

Interest: This factor has only one case. Evidence: R7, a male senior lecturer in University of Uyo, noted that "… once the person speaks, it attracts your interest, it is a way to catch people's interest".

Celebrity influence on people: This factor has four cases; R1, R4, R15 and R18. Evidence: R1, a male senior lecturer in Federal University OTUEKE, stated that "When you talk about celebrity, they seem to have a strong influence on the populace…So when they advertise it, it sells faster". R4who is also a male senior lecturer in the same University stated that "When the celebrities are famous, people like them. Further, R15, a male senior lecturer in University of Calabar noted that "…it's a way of attracting people apart from the social media. If you use a celebrity, most people would want to know what you are advertising". Finally, R18, a male senior lecture in FUPRE stated that "The good thing about using celebrities is that they will make it look real even if it's fake. So many people believe in them, so they will actually think they are advertising something good for them".

People's inclination to entertainment: This factor has one case. Evidence: R2, a female senior lecturer in Federal University OTUEKE, stated that "CEA does change GPB, because these days people are very much inclined to entertainment, to social media, so seeing your hero or your idle advertising a product will actually make you go for that product".

Familiarity Attachment: This factor has one case. Evidence: R6. A male senior lecturer in University of Uyo, noted that "The only thing is that after seeing the celebrity you will then love what is attached, any other thing that is attached. It doesn't capture the whole segment of the society; it's just a segment that is familiar with that very celebrity, that's when it will make any impact".

No Effect/Advertising Politics: Eight interview participants; R8, R11, R12, R13, R16, R20, R22 and R24, believe that celebrity advertising has no effect on consumer GPB while three participants; R7, R14 and R23 believed it is corporate advertising politics. Evidence: R8, a male senior lecturer in University of Uyo, stated that "Celebrities do not add quality to products, if I want to buy something, I should be able to know, is it good, it has nothing to do with celebrities". Similarly, R11, a male senior lecturer in University of Calabar, noted that "In my own perception it doesn't. It's just for popularity, using celebrities is just like playing politics…. It's just playing to the gallery". Also, R23, a male senior lecturer in University of Benin, stated that "It's corporate politics, nothing serious for the common man, just to use them to draw people's attention, that's all, its pure politics, most times no relationship between the celebrities and the product. So, its pure politics".

Consumer Orientation Advertising (COA) Impact
Figure 4.1.4.1 shows the cluster analysis for COA impact. The 24 interview participants were asked to respond to the interview question "What can you say about companies that promote green products by informing people about the benefits associated with such products. Do they influence

your GPB?". Figure 4.39 showed the project map of their responses. Figure 4.40 shows the word cloud for corporate orientation advertising and its factors.
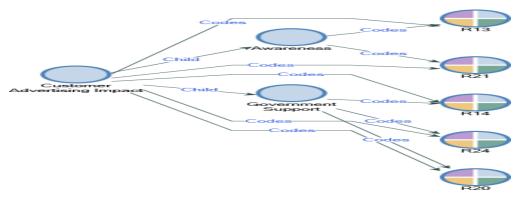

Figure 7: Project Map for COA Impact
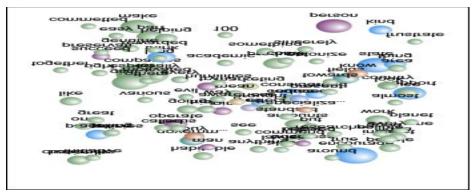Source: NVIVO Output based on Interview Responses

Figure 8: Word frequency for COA Impact
Source: NVIVO Output based on Interview Responses

From the cluster analysis in figure 4.1.4.1, the participants identified two COA factors; awareness and government support; that influence customer GPB. The breakdown of these responses (see figure 4.39) is as follows:

Awareness: This factor has two cases; R13 and 21. Evidence: R13, a female senior lecturer in University of Calabar, noted that "You have brought the awareness to me, so I will love to patronize such companies. You know they say "evil prevail because good has refused to speak out" something like that. So, I will join the train, and try as much as I can to promote and patronize such companies...". Similarly, R21, a male senior lecturer in University of Benin, stated that "They have a lot of work to do, the awareness, the marketing, trying to convince us… so if there are companies like that, and they survive in this country, then everyone needs to support them".

Government Support: This factor has three cases; R14, R20 and R24. Evidence: R14, a male professor in University of Calabar, noted that "… A big kudos to them, I know a lot of them. The government should encourage them by giving them things like reduced tax, just so that other companies will join them. We have had a seminar like this, on how the government will make

companies consider going 100% green. Companies like that should be rewarded". Similarly, R20, a senior lecturer in FUPRE, stated that "Such companies should be supported by the government". Lastly, R24, a male senior lecturer in University of Benin, stated that "Yes, they should be sponsored by the government, they should be encouraged by you and I, they should be supported".

DISCUSSION OF FINDINGS

Eco-label Advertising (ELA)

From our qualitative analysis, five serendipitous ELA factors; namely, motivation, green consciousness, education and awareness, attraction and affordability were uncovered. Among these factors affordability or price perception was the strongest factor followed by education/awareness. This is indicative of the fact that ELA is important in creating the needed awareness that will attract customers and promote green consciousness especially among university lecturers who literate enough to have thoughtful consideration of issues, but affordability or price perception remains the most determinant factor in enhancing greater GPB.

Again, the consumer educational level is found to be a primary factor in enhancing the purchase of eco-friendly products. It is quite evident that ELA is not a motivational factor for some consumers but is capable of creating green consciousness among the educated class. In the PIF sustainable consumption model (Ukenna & Nkamnebe, 2016)) educational awareness and perception are inhibitors to purchase decision while educational level is a facilitator. It therefore becomes imperative for green advertising practitioners to emphasize ELA to increase the awareness level of its target market while incorporating affordable pricing strategy to elicit more GPB outcomes. if consumer understood eco-label information and symbols attached on green products, they stand a better stead to interpret them, get involved and practice GPB. The findings show that eco-label advertising is a positive and significant factor affecting GPB.

Celebrity Advertising (CEA)

Five serendipitous CEA factor including, attention, interest, celebrity influence on people, people's inclination to entertainment and familiarity attachment were discovered in the qualitative analysis. 10% each representing interest, familiarity attachment, and entertainment inclination believe that these factors can attract them to an advertising that engages celebrity and provoke their interest towards purchase intention but not necessarily actual GPB thus validating the TPB (Ajzen, 1991). While 15% are of the opinion that CEA would be able to draw their attention to green product, a 20% of respondents believed CEA influences peoples' actual purchase. Contrastingly, 40% of the respondents opine that using celebrities to advertise was mere corporate advertising politics which will not be able to influence their purchase of green products. The results on CEA reveal a dimension of green advertising that is insignificant in influencing GPB and therefore deemphasizing the peripheral route of ELM theory (Petty & Caccioppo, 1986).

Consumer Orientation Advertising (COA)

Awareness and government support were identified as two factors under COA that can elicit GPB. Among these two factors government support has the greatest impact followed by awareness. The implication of this is that promotion of the benefits and values of green products will be better done through government support which can be in form of government regulations or advocacy as it can have greater impact on the citizens than any other media. This serendipitous outcome (Ukenna & Nkamnebe, 2016) PIF models that can influence purchase decisions in the sub-Saharan region.

The second factor awareness supports the fact the COA is still a potent advertising strategy. The respondents confessed that if more awareness were created about the benefit of green products more consumers igniting greater GPB. This finding validates the central route of ELM Theory (Petty & Caccioppo, 1986) and further reveal that COA is a positive and significant dimension influencing GPB. Consumer orientation advertising speaks beyond product augmentation to addressing the core- product issues. Designing green advertising messages that reflect a consumer's intrinsic needs, benefits, and values are very important as such would provoke their involvement in green product purchase. A green message that resonates with a consumer's health and safety values will drive them towards purchase intention of green products thus validating TPB (Ajzen, 1991) and ELM (Ajzen, 1991).

CONCLUSIONS

The purpose of this study is to qualitatively analyze how GAD and GPB using ELA, CEA and COA can elicit GPB and resolve the environment challenges in Nigeria. Based on our analysis the following conclusions were drawn. Consumer education and awareness creation gleaned from eco-label study findings appear to be among the key strategies needed to facilitate GPB in Nigeria at this present time. We therefore conclude that ECA can elicit GPB of university lecturers. The findings on CEA suggest insignificant influence on GPB in Nigeria and therefore conclude that it should be deemphasized as a strategy for promoting GPB in the Nigeria but it can be utilized peripherally to provoke their target audience to get involve in green purchase.

RECOMMENDATIONS

Based on the evidences from the study findings, we therefore recommend that ELA should be considered by industry practitioners as a positive and significant factor affecting GPB in Nigeria. GAD strategies must also be applied alongside other serendipitous findings namely, educational awareness, price perception educational level and government support (regulation) confirmed in Ukenna and Nkamnnebe (2016). We also recommend COA to be considered by firms and marketers as green message strategy that resonates with a consumer's health and safety values will drive them towards purchase intention and decision towards green products.

Practical Implications

Marketing and advertising practitioners can employ ELA strategy to create the adequate awareness and consumer education on how to identify eco-label symbols on green products Nigeria. This has reiterated the assertion that advertising appeared to be one commonly utilized mechanism of communicating messages to the consumer (Nyilasy et al., 2013). This study did not only add but improve GAD and CPB instrument scale. Some serendipitous findings namely, educational awareness, price perception educational level and government support (regulation) unfolded in our study, confirm the exploratory study of Ukenna and Nkamnebe (2016).

Suggestion for further Studies

We suggest that GAD and GPB can be replicated in other industries; especially in the tackling of from the corporate perspective. We suggested that an empirical study of serendipitous findings be used to study GAD and GPB in the sub-Saharan Africa.

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