

Appraisal of Awareness of Green Lifestyle among Consumers in Nigeria



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Synopsis

The green revolution has become a phenomenon to reckon with globally. Its progress in developed Nations has not cascaded to the developing economies, thus the purpose of the study is to assess the level of awareness of green revolution vis-à-vis green lifestyle in developing nations using Nigeria consumers as a case study. And specifically, to appraise the level of consumers' awareness of green lifestyle, green products, and green marketing concept, level of awareness of the impacts of green products on environment and level of influence of green products on consumers' buying decision in Nigeria.

The study adopted a descriptive research method, using a survey technique to collect data from participants from five (5) commercial cities in Nigeria (Lagos, Abuja FCT, Port Harcourt, Kano, and Aba) through a structured, easy-to-assess questionnaire administered. The sample of the study comprised 350 participants, out of which only 327 responded and their responses were found to be useful for the study. The demographic data of the participants were presented using descriptive statistical tools, while the first hypothesis was tested using the One-Way Analysis of Variance and the second hypothesis was tested using the Pearson's Product Moment Correlation statistical tool.

The outcome of the survey showed that awareness of green lifestyles, green products, the impacts of green products on the environment, and the influence of green products on purchasing decisions remains at abysmal in Nigeria.

Since emerging economies, especially the African continent appeared to be less bothered about the issue of the green concept until recent times when environmental protection became a global phenomenon, there is a compelling need to educate the consumers in the developing economies. Even though there is evidence of moderate awareness of the green concept in Nigeria, the shifting focus to green buying behaviour is still at low ebb. Therefore, this study is significant to create awareness of benefits of green concepts in developing economies and the danger and menace that environmental degradation could pose to their countries and businesses if status quo subsists.

ABSTRACT: The green revolution in contemporary times has become a global concern for governments, organizations, and societies. Despite the apparent achievements in raising consumer awareness and education programs about green lifestyles in developed economies, this phenomenon seems elusive in developing economies, particularly in Nigeria. Consequently, this study aims to assess the level of green lifestyle awareness among consumers in Nigeria. A survey approach was used to collect information from 327 participants across five commercial cities in Nigeria. The findings revealed that awareness of green lifestyles, green products, the impacts of green products on the environment, and the influence of green products on purchasing decisions remains very low. Therefore, there should be a concerted effort to enhance consumer sensitization in Nigeria.

KEYWORDS: Green concept, Green lifestyle, Green products, Green marketing, and Eco-labelling

1. INTRODUCTION

The concept of 'green' has evolved from its original association with nature to a broader framework encompassing sustainability, eco-consciousness, and environmental responsibility. This shift has significant implications for business practices, particularly in terms of green marketing and the promotion of eco-friendly products. As the demand for environmentally friendly products grows,

Appraisal of Awareness of Green Lifestyle among Consumers in Nigeria

businesses are increasingly engaging in research to understand consumer behavior and how green products influence purchasing decisions.

Several studies (Upadhyay et al., 2020; Phookan et al., 2020) highlight growing consumer concerns about environmental and health issues, suggesting that more consumers are choosing green products. Charter and Polonsky (2017), inferred that consumers are demanding green alternatives and are willing to pay a premium price because of their growing awareness and concerns towards environmental protection.

Nevertheless, much of the existing research gave limited attention to developing nations like Nigeria and focused more on developed economies. Nigeria is an evolving market with great potentials to expand. The predominantly indulgence of populace in environmental pollution, deforestation, usage of unrecyclable materials poses a great threat and challenges to its evolving market for green products. Therefore, this study aims to address this gap and explore consumer awareness of green lifestyles in Nigeria.

1.1. Statement of Problem

There has been growing global concern over environmental issues, and green marketing has emerged as a crucial strategy in addressing environmental degradation while offering businesses a competitive edge. However, studies such as those by Sajeewanie et al. (2019) have highlighted uncertainties surrounding consumer acceptance of green concepts, with a lack of comprehensive research exacerbating this issue. While green marketing has seen some success in developed economies, its impact remains limited in many developing countries, including Nigeria. According to Addisu (2018), despite the introduction of numerous eco-friendly products, consumer demand for green products remains low. This gap in consumer awareness and acceptance of green products and lifestyles in Nigeria is underexplored.

Consequently, this study seeks to examine the level of consumer awareness regarding eco-friendly lifestyles in Nigeria and to assess the relationship between this awareness and consumer purchasing behavior, both consciously and unconsciously.

1.2. Objectives of the Study

This study appraised the level of awareness of the Green Lifestyle among consumers in Nigeria. It specifically examined the following:

- i. The level of consumers' awareness of green lifestyle, green products, and green marketing concept in Nigeria.
- ii. The level of awareness of the impacts of green products on environment.
- iii. The level of influence of green products on consumers' buying decision in Nigeria.

1.3. Research Questions

Emerging from the statement of problem are the following questions:

- i. What is the level of consumers' awareness of green lifestyle, green products, and green marketing concept in Nigeria?
- ii. What is the level of awareness of the impacts of green products on environment?
- iii. What is the level of influence of green products on consumers' buying decision in Nigeria?

1.4. Research Hypotheses

The hypotheses tested in the study were:

H0₁: There is no significant difference in consumers' level of awareness of green lifestyle, green products, and green marketing concepts among different age groups in Nigeria.

H0₂: There is no significant relationship between awareness of green concepts and buying decisions among Nigerian consumers.

1.5. Scope of the Study

The scope of the study was to explore the consumers' awareness of green lifestyle, green products, and green marketing concepts, the impacts of the concepts on the environment, and the relationship between awareness of the concepts and consumers' buying decisions in Nigeria.

Various categories of consumers from some major cities in Nigeria (Lagos, Abuja FCT, Port Harcourt, Kano, and Aba) were randomly selected to participate in the survey questionnaire. The choice of locations is premised on the commercial nature and availability of shopping malls, supermarkets, and open markets.

2. REVIEW OF LITERATURE

2.1. Conceptual Reviews

2.1.1. The Concept of 'Green'

The '**green**' concept refers to sustainable and eco-friendly activities, products, and thoughts intended to mitigate adverse effects on the globe. The focus is on the preservation of natural resources, reduction of waste and environmental contamination, and fostering nature-friendly alternatives as a way of life. The green concept embraces the adoption of green energy, production, and consumption of goods with low environmental impact, exploration of recycled items, and minimizing carbon footprint. Green Transportation has found its place in some advanced economies through the usage of electric vehicles, cycling, public transportation systems, and fuel-efficient travel methods. In Nigeria, the adoption of Compressed Natural Gas (CNG) for vehicles is gradually evolving in some cities for both private and commercial vehicles. Also, government and private partnership initiatives are giving rise to the public transportation system.

Appraisal of Awareness of Green Lifestyle among Consumers in Nigeria

Other nomenclatures used for the term 'green' are environmentally friendly and sustainability which some literature used interchangeably. Luchs et al., (2010) averred that it is ~~really~~ understandable that many people may differentiate these terms.

2.1.2. Green Lifestyle

A green lifestyle is a sustainable way of living that absorbs mindful consumption that minimizes harm to the Eco-system and fosters sustainability. It is concerned with making the intended decision to minimize waste, preserve energy, and use nature-friendly products. Gilg and Ford (2005) described green practices such as buying organic food items, recycling, using less paper, saving electricity, driving electric vehicles, and avoiding using plastic bags. Sajeewanie et al (2019) cited Han et al., (2010) who averred that consumers' requests for green products are gradually increasing.

Green lifestyle can also be referred to as green consumer which ~~is~~ usually relates to individuals who imbibe sustainable living and absorb in the purchase of green products instead of regular alternatives. Other terms used for green lifestyle in this study include Eco-Friendly, Sustainable living, Environmental consciousness, Nature-Friendly living, Mindful Consumption, etc. Indulging in a green lifestyle is more intrinsically controlled as it holds that an individual can be effective in Eco-system preservation. Thus, there are internal feelings that the job of environmental conservation should not be solely the concern of government, organizations, environmentalists, and scientists alone as individuals should be involved in displaying their ~~own~~ responsibilities. Anvar and Venter (2014) conceptualized that some consumers had acknowledged the environmental impact of their conduct and thereby changed their attitudes towards buying green items even if it entails paying more for them.

Green consumers are presumed to be flexible and more open-minded to accept new products and ideas, hence they would accept green products and conducts, more readily. Sajeewanie et al (2019) referenced Researchers like Han et al. (2010) and Roberts (1996) inferred that consumers who are disposed to Eco-system preservation are willing to acquire goods of low quality so far that will help preserve the environment.

Key aspects of a Green Lifestyle involve buying and consumption of eco-friendly, organic, or locally sourced products, minimizing waste through reusable bags, containers, and recycling, energy **preservation by** using energy and water-efficient appliances, shifting to renewable energy sources, and putting off unused lights, **sustainable eating** habit by consuming plant-based or locally sourced foods, minimizing food waste, and encouraging ethical farming.

2.1.3. Green Product

Vani (2022) and Wahab (2018), described green products as commodities produced through green technology which are not environmentally hazardous. Both highlighted the features of green products as commodities that are naturally grown, decomposable, possess natural elements, contain recycled ingredients, and non-hazardous chemicals, are unharmed to the environment, do not contain toxic materials or ozone-depleting substances, and have environmental-friendly packaging. Wahab (2018) averred that green product development is beyond producing eco-friendly products, but it involves creating a systemic change that will engage all the stakeholders like suppliers, producers, consumers, and the general commercial structure within the business landscape. Singh and Mehra (2020) avowed that green products are growing among consumers and societies and described eco-friendly to mean earth-friendly or not injurious to the environment and largely generally refers to products that influence green living or practices that enable the preservation of resources like water and energy and eco-friendly products also prevent pollution of air, water, and land.

2.1.4. Green Marketing

Green marketing refers to all activities connected to the selling of products or services by highlighting the environmental benefits and impacts. Other generic names associated with green marketing include eco-marketing or environmental marketing, and most consumers who are aware of green products recognize such brands by terms like organic, eco-friendly, recyclable, or sustainable. Vijai (2020), conceptualized green marketing as a phenomenon that has evolved in relevance and recognition in the contemporary market. The American Marketing Association (AMA) described green marketing as the marketing of products that are acknowledged to be ecologically harmless. According to Bakhouch (2019), green marketing involves varied activities connected to: product design, service delivery procedures, product packaging and labelling, production process, construction and refurbishment of buildings, recycling, and other areas such as marketing communications.

Kotni (2020), viewed green marketing in a broader perspective to depict Corporate Social Responsibility (CSR) because it enables businesses to be socially and environmentally responsible to the business environment in which they operate. Bakhouch (2019), stated that green, environmental, and eco-marketing are part of the contemporary marketing strategies that does not just change, alter or improve extant marketing rationality and practice, but seek to challenge those methods and provide a significantly different viewpoint. He further stressed that green, environmental, and eco-marketing belong to the group of methods that find to resolve the lack of match between current marketing practices and the ecological and social actualities of the broader marketing environment. Vani (2022) inferred that green marketing is going beyond conventional marketing approaches by promoting environmental core values with optimism that consumers will align their values with those of the organization. Garg and Mishra (2019) inferred that the significant aspect of green marketing is the commitment and capability of the consumers to purchase green products regardless of the price. Singh and Mehra (2020) established that consumers are more particular concerning environmental and health issues as they are more concentrated on green marketing and green product buying.

Appraisal of Awareness of Green Lifestyle among Consumers in Nigeria

Deductive from the literature reviewed, green marketing eliminates waste, reinvents products, makes pricing reflect actual and environmental costs, makes the ecosystem profitable, brings innovations or modifications to products, changing in production procedures, packaging, and advertisement. However, the core of this study is to assess the veracity of the claim of researchers like Singh and Mehra (2020) as regards developing nations in general and Nigeria in particular.

2.1.5. Eco-labelling

Eco-labels provide information on the performance, sustainability, or Eco-friendliness of commodities to consumers through easily identifiable signs. According to Townsend (2017), green or eco-labels are marks, symbols, or signs attached to a commodity having complied with eco-friendly requirements developed by the government, organizations or standard certification bodies. Morris et al. (1999) expressed that particular commodity assertions on commodity labels such as recyclable, eco-friendly, ozone-friendly, and biodegradable used by marketers enabled the possibility for businesses to communicate to the consumers the benefits of the commodity to the environment. Eco-labels should specify and iterate the environmental performance of commodities to aid consumers in their buying decisions when they compare other products in respect of their environmental impacts.

The process of providing information to consumers regarding commodities is referred to as Eco-labelling. Gallastegui (2002) elucidated that for buying results, eco-labeling is an essential element capable of influencing the buying structure of consumers. He stated that eco-labels could inspire more green buying and also prompt manufacturers or service providers to uplift their environmental criteria. Eco-labeling is an intentional certification instrumentation that authenticates commodities or services as meeting specific Eco-system requirements. It aids consumers in making informed decisions while buying a commodity by highlighting commodities with minimal environmental impact in their life cycle, from product creation through production and disposal. The objective of Eco-labelling is to render validation to authenticate assertions regarding the environmental impacts of commodities and their production processes.

Key attributes of Eco-Labelling include willingness to submit products for evaluation, i.e., manufacturers of products **decide** to apply for Eco-labels to establish their commitment to Eco-friendliness; Independent third-party organizations appraisal and attestation of products against accepted environmental standards; Consideration of the life cycle of commodities from raw materials sourcing to production processes, utilization, and disposal.

International Organization for Standardization (ISO), a global organization that develops guidelines and standards for manufacturing industries, healthcare, foods and beverages, etc., specified some types of Eco-labels such as:

ISO 14021 – Self-acclaimed eco-friendliness claims made by commodities producers (e.g., "biodegradable," "recyclable").

ISO 14024 – Third-party or independent certified Eco-labels that evaluate aggregate impacts of products on Eco-system (e.g., EU Ecolabel, Blue Angel).

ISO 14025 – Environmental Product Declarations (EPD) based on life-cycle measurement, stipulating elaborated environmental data.

2.2. Theoretical Review

While there is no established single individual who propounded the theory of the "green concept," Sajeewanie et al, (2019) mentioned some key figures such as Rachel Carson, Stephen Potter and Ben Lane who started a discussion on various terms adopted in ecological behaviour studies where nomenclatures such as green behaviour, ecological behaviour, and environmental behaviour, were used, and others like Arne Naess, Rudolf Bahro, and John Barry which are considered important exponents of green theory, which stressed ecological sustainability and social justice.

The "Green" Concept embraces a wide spectrum of perceptions and practices intended to lessen ecological impact, fostering sustainability, and nurturing a congenial relationship between humanity and the ecosystem. It underscores resource efficiency, renewable energy, reduction of waste, and environmentally consciousness production and responsible consumption.

The concept has been overtime and progressively expanding from its original connection with the ecosystem to an expansive context incorporating environmental sustainability and concerns such as:

- i. Environmental Protection that aims at minimising the adverse impact on the ecosystem, including pollution, resource exhaustion, and environmental obliteration.
- ii. Sustainability, i.e., sustaining existing needs without compromising the potential capability to meet the needs of future generations.
- iii. Efficient use of resources: This concept focuses on utilising resources such as energy, water, and materials more efficiently and reducing waste.
- iv. Transitioning to renewable energy sources like solar, wind, and hydro power, and inspiring the development and embracing innovative technologies and processes that are eco-friendly.
- v. Promoting practices that reduce environmental impact, such as eco-buying, recycling, constructing energy-efficient buildings, usage of sustainable materials, sustainable farming systems that minimise chemical inputs, preserve water, and guard soil health.

Appraisal of Awareness of Green Lifestyle among Consumers in Nigeria

- vi. Developing Green Transportation by encouraging electric vehicles, usage of Compressed Natural Gas (CNG) for vehicles and other appliances, public transportation, and cycling.
- vii. Developing and implementing technologies that resolve ecosystem challenges and an economic system that fosters sustainable development, and at the same time creates environmental quality, economic advancement, and social fairness.

2.3 Empirical Review

Addisu, (2018) carried out a study on Green Marketing: Sustainable and Responsible Consumption of Eco-Friendly Products in Ethiopia with the aim of examining responsible consumption and sustainability of eco-friendly products. A combination of approaches was deployed alongside with a survey to collect data from 145 post-graduate students at Addis Ababa University School of commerce. Finding showed that even though cyberspace advertisements appeared to be the most effective source of providing awareness concerning green products, consumers were not aware of varieties and signs of green products neither did they aware of how their usage and disposal of products affect the environment.

The study concluded that even though consumers in Ethiopia are concerned about the environment and conversant with sustainable development, their purchasing penchant and disposition towards eco-friendly products has not been altered. The high price of green products combined with poor awareness as regards the benefits and availability of various brands, symbols and certifications of green products, accounted for the poor consumption of eco-friendly products. The study therefore suggested that Marketers should educate and communicate to the consumers on how and where to dispose products after usage through labelling. And to inform consumers about the adverse effect of their non consumption of eco-friendly products through exhaustive promotion campaign which invariably could reduce the deteriorating of the quality of Ethiopia's ecosystem.

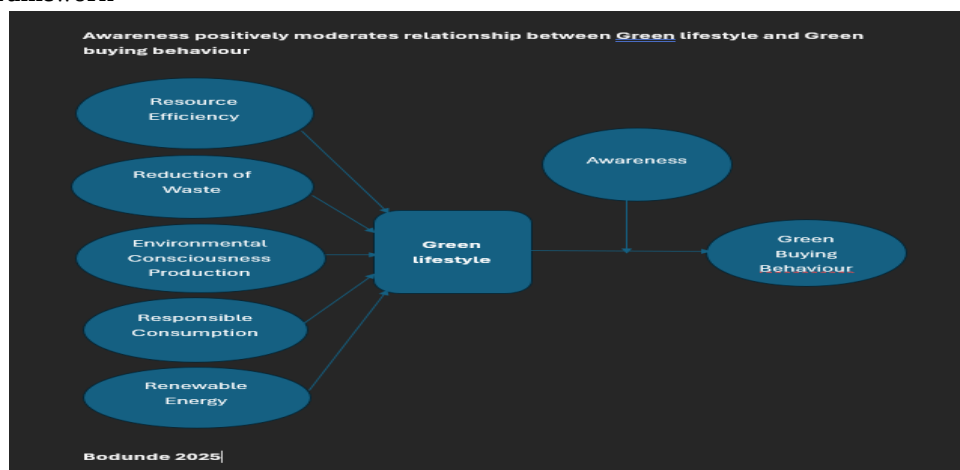
Relatedly, Joseph et, al (2023) conducted a study on Green Marketing and its Impact on Consumer Behaviour: An Empirical Review. The study investigated the influence of green marketing elements such as eco-labelling, eco-branding, eco-packaging and eco-friendly advertising on consumer behaviour for green products or services. The study deployed an improbable strategy by administering a total of 50 copies of questionnaire to the target participants. Findings based on the analysis showed that high prices constituted the main cause why consumers declined to buy green products. The study therefore suggested that it would be a great idea to lessen out-of-stock marketing and advertising costs and make the products commonly available at a lower price.

Similarly, Iqbal et al (2023) carried out a study on the Impact of Green Marketing on Green Purchasing Intention and Green Consumption Behaviour: The Moderating Role of Green Concern. The study aimed to discuss the phenomenon of how the purchase intention of eco-friendly products will improve through the instrumentality of green marketing strategies. And how consumers' purchasing would turn to green consumption. Four independent variables, i.e., green products, perceived consumer effectiveness, green value, and environmental sustainability, were considered while green consumption was taken as the dependent variable. A self-administered questionnaire was deployed, and data were collected from 383 participants. SmartPLS was used to analyse the data. Findings showed that the quality of green products and the value significantly contribute to the buy intention and consumption behaviour.

The study concluded that it is essential to create awareness among Pakistani citizens at all levels about the benefits of green consumption. Understanding the purchasing behaviour of green products is very stimulating because the quality of green products and environmental sustainability shape green value and nurture a consideration for selecting and buying green products.

The literature reviewed above corroborated the assertion of Sajeewanie et al. (2019) that stated that there are uncertainties surrounding consumer acceptance of green concepts, with a lack of comprehensive research exacerbating this issue. While green marketing has seen some success in developed economies, its impact remains limited in many developing countries

2.4 Conceptual Framework



Appraisal of Awareness of Green Lifestyle among Consumers in Nigeria

The above diagram depicts the relationship between the independent and dependent variables. The independent variable is the green lifestyle while the dependent variable is the Green buying behaviour and the mediating variable is awareness. Living a green lifestyle requires awareness while awareness informed the buying behaviour. The independent variable as explained by resource efficiency, reduction of waste, environmental consciousness, responsible consumption and renewable energy are positively related to green lifestyle.

3.0 RESEARCH METHODOLOGY

The study deployed a descriptive research technique, employing a survey method to collect data from participants from five (5) commercial cities in Nigeria (Lagos, Abuja FCT, Port Harcourt, Kano, and Aba). A structured, easy-to-assess questionnaire was administered. The questionnaire is divided into 2 sections. Section 1 is used to elicit questions on the socio-demographic profile of the participants, while section 2 contains items for the testing of the hypotheses of the study. Four Research Assistants residing in other cities considered for this survey, other than Lagos, were employed to administer the questionnaire in their respective bases as ad-hoc agents. The Research Assistants were informed of the objectives of the study in a briefing meeting. The sample of the study comprised 350 participants, out of which only 327 responded and their responses were found to be useful for the study.

The demographic data of the participants were presented using descriptive statistical tools, while the first hypothesis was tested using the One-Way Analysis of Variance and the second hypothesis was tested using the Pearson's Product Moment Correlation statistical tool.

4.0 ANALYSIS AND RESULTS

Table 1: Gender of the participants

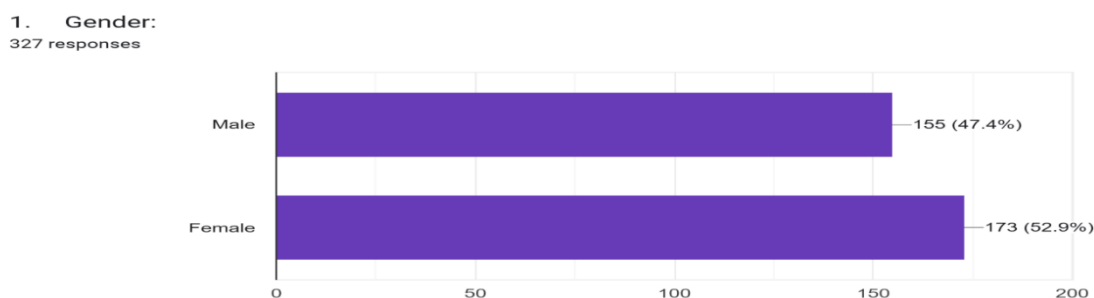


Table 2: Marital status of the participants

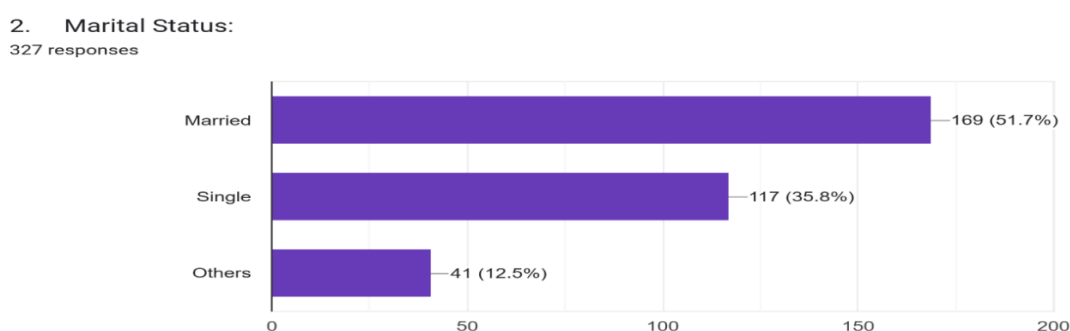
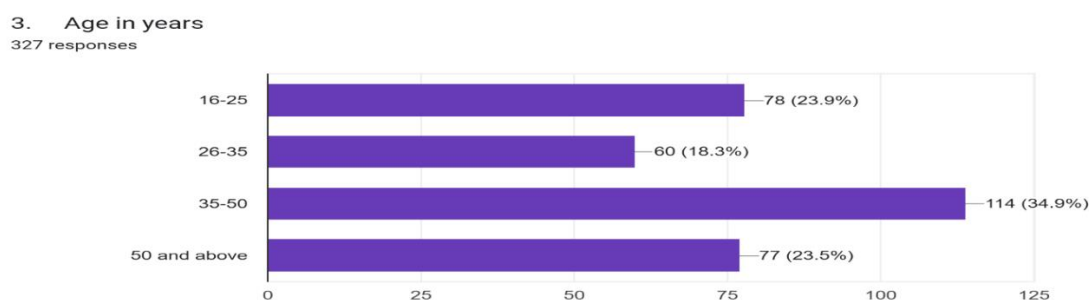


Table 3: Age in years



Appraisal of Awareness of Green Lifestyle among Consumers in Nigeria

Table 4: Educational qualification of the participants

4. Educational Qualifications (Academic/Professional):
327 responses

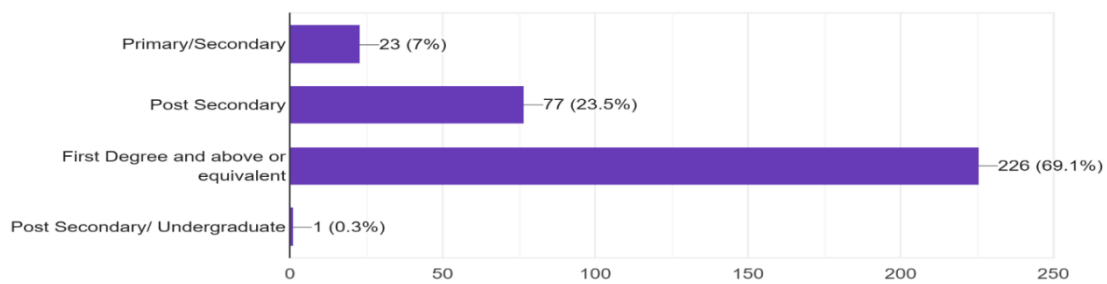


Table 5: Occupation of the participants

5. Occupation
327 responses

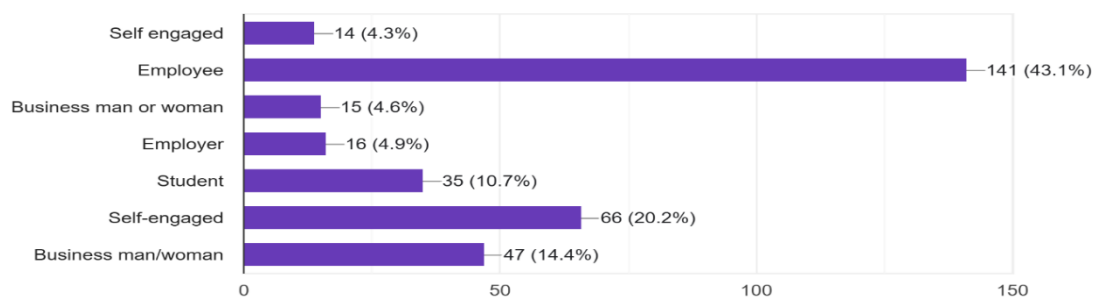


Table 6: Level of awareness of the participants

Awareness of Green Concepts

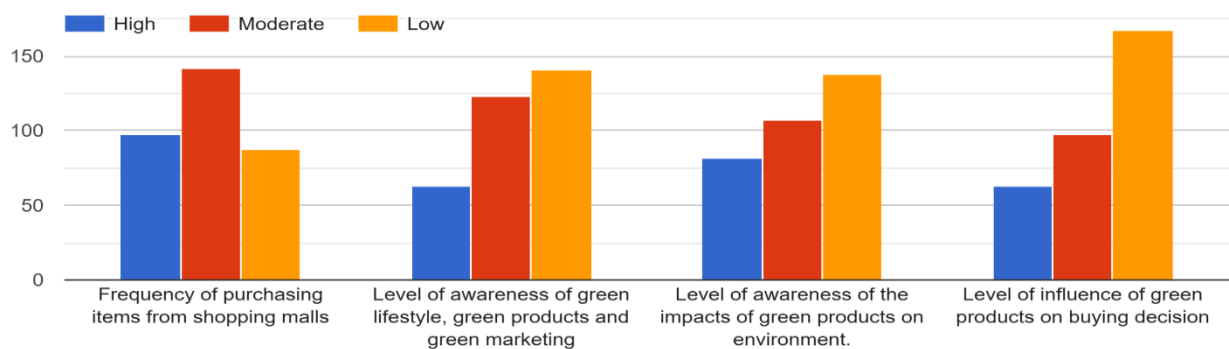


Table 7: Analysis of the Results

Elements/Outputs	High	Moderate	Low
Frequency of purchasing items from shopping malls	97	142	88
Level of awareness of green lifestyle, green products, and green marketing	62	122	142
Level of awareness of the impacts of green products on the environment	82	106	138
Level of influence of green products on buying decision	63	96	168

H0₁: There is no significant difference in consumers' level of awareness of green lifestyle, green products, and green marketing concepts among different age groups in Nigeria.

Appraisal of Awareness of Green Lifestyle among Consumers in Nigeria

Table 8: Consumers' level of awareness of green lifestyle, green products, and green marketing concepts among different Age groups in Nigeria.

<i>Age in Years</i>	<i>N</i>	<i>Mean</i>	<i>SD</i>	<i>Source</i>	<i>Sum of Square</i>	<i>df</i>	<i>Mean Square</i>	<i>f-cal.</i>	<i>Sig.</i>	<i>Remark</i>
16-25	78	1.55	0.15	Between the groups	6.58	3	2.19	3.96	0.008	Ho ₁ Rejected
26-35	60	1.73	0.15							
36-50	113	1.79	0.15	Within the groups	178.81	323	0.55			
51 and above	76	1.96	0.21							
Total	327	1.76				326				

$P < 0.05$

Table 8 shows the comparison of consumers' level of awareness of green lifestyle, green products, and green marketing concepts among different age groups in Nigeria. The descriptive statistics show that the consumers above 51 years have the highest mean level of awareness of 1.96, followed by consumers aged between 36 to 50 years, 26 to 35 years, and 16-25 years with mean levels of awareness of 1.79, 1.73, and 1.55, respectively. Further inferential statistics using One-Way ANOVA, however, show that the f -cal (3.96) with a degree of freedom of 327 is significant at 5% ($P = 0.00 < 0.05$). The null hypothesis states that there is no significant difference in consumers' level of awareness of green lifestyle, green products, and green marketing concepts among different age groups in Nigeria. This implies that consumers' level of awareness of green lifestyle, green products, and green marketing concepts among different age groups in Nigeria differs significantly. The significant results above necessitated a post-hoc test using Scheffe multiple comparisons to further reveal the groups with significant differences in their mean level of awareness.

Table 9: Post Hoc Tests using Scheffe

Group 1	Group 2	Mean Difference	P-Value	Sig.
16-25	26-35	0.1821	0.4847	No
	35-50	0.2363	0.1375	No
	51+	0.4092	0.0040*	Yes
26-35	35-50	0.0543	0.9683	No
	51+	0.2272	0.2907	No
35-50	51+	0.1729	0.3993	No

The mean difference is significant at the 0.05 level.

Table 9 above presents a multiple comparison of the consumers' level of awareness of green lifestyle, green products, and green marketing concepts among different age groups in Nigeria. The table shows that only consumers aged 16 to 25 years and consumers aged 51 years and above show a statistically significant difference in their level of awareness of green lifestyle, green products, and green marketing. This suggests young consumers care less about the implications of their consumption on the environment.

Table 10: Awareness of Green Concept and Buying Decision

<i>Variables</i>	<i>Mean</i>	<i>SD</i>	<i>N</i>	<i>r</i>	<i>p-value</i>	<i>Remark</i>
Awareness of the Green Concept	1.76	0.75	328	0.718	0.000	Ho ₂ Rejected
Buying Decision	1.68	0.78				

$P < 0.05$

Table 10 presents the test of the relationship between awareness of green concepts and buying decisions. It shows a strong positive correlation between awareness of the green concept and consumers' buying decisions, which is also statistically significant at a 0.05

Appraisal of Awareness of Green Lifestyle among Consumers in Nigeria

level of significance ($r(327) = 0.718$; $p = 0.000$). The hypothesis which says there is no significant relationship between awareness of the green concept and buying decision was rejected. This implies that there is a significant relationship between awareness of green concepts and consumers' buying decisions. Thus, the alternative hypothesis should be accepted.

The result of the survey showed that despite the educational levels (First degree and above), the level of awareness of "green" is still in abysmal.

5.0 CONCLUSION, RECOMMENDATIONS, AND SUGGESTIONS FOR FURTHER STUDIES

5.1 Conclusion

The developed economies around the globe have understood the danger and menace that environmental degradation could pose to their countries and businesses, hence, they have indulged in campaigns and education of their dwellers and businesses to embrace the green concept, i.e., activities that will mitigate the destructive impact of their activities on the Ecosystem. The emerging economies, especially the African continent, appeared not to be concerned about the issue of the green concept until recently, when environmental protection became a global phenomenon. Notwithstanding, despite the moderate awareness of the green concept in developing economies, especially in Nigeria, it is evident that shifting focus to green buying behaviour is still abysmal.

5.2 Recommendation

Global climate change has refocused the adoption of a green lifestyle. A green lifestyle should not be viewed as just an exercise, but a phenomenon that is required in contemporary times, regardless of the part of the globe. For the sustainability of the ecosystem, a green lifestyle should become mandatory across the globe.

Given the established benefits of a green lifestyle to the ecosystem, Governments, Agencies, Manufacturers, and Marketers have great responsibilities to create awareness of the "green" concept among consumers especially in Nigeria. There is need to juxtapose between the benefits of green products and services as compared to non-green products in sustaining a healthier environment.

SUGGESTION FOR FURTHER STUDY

Further studies can be carried out on the challenges of adopting green lifestyles in developing nations compared to advanced economies.

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Appraisal of Awareness of Green Lifestyle among Consumers in Nigeria

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