



Green Marketing Implementation among Companies in Kwara, Niger and Kogi States Nigeria as a Catalyst to Economic Rebirth

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ABSTRACT

Concerns about climate change have made many consumers more conscious of their purchases and companies also looking to reduce their carbon footprint in attracting more customers hence calls for the implementation of green marketing, which is a sustainability advertising strategy. To authenticate the veracity of green marketing strategies so as to enhance marketing initiatives, competitiveness and implementation on socio-economic development prompted the choice of manufacturing firms in Kwara, Niger and Kogi States in Nigeria as catalysts for economic rebirth. These states have been selected due to their significant contribution to the country's manufacturing sector, efficacy and their proximity. A mixed method research approach that utilizes both qualitative and quantitative data collection methods was adopted. Respondents were selected by purposive sampling method in order to identify members of the stakeholders that are likely to possess the characteristics and experiences needed for the study, customers (200), policymakers (100), and industry experts (100), making a total of 1,200 questionnaires for the three states (400 per state) and the sample size was determined using the Taro Yamani formula to arrive at the sample size of 300 respondents. The study involved a survey questionnaire administered to each of the key stakeholders of the manufacturing firms in the above selected states. Data were analyzed using Statistical Package for Social Sciences (SPSS) and hypotheses tested using Analysis of Variance. The research revealed that the level of green marketing implementation among manufacturing firms in Kwara, Niger, and Kogi states is relatively low as 15%, 13% and 17% of firms have fully adopted green marketing practices, while the majority is in the early stages of implementation and there is also a moderate positive correlation between the level of green marketing implementation and economic rebirth indicators such as job creation, the attraction of foreign investment, and environmental sustainability. Conclusively, the study revealed that while there is potential for green marketing to contribute to economic rebirth in Kwara, Niger, and Kogi states, there are significant challenges that manufacturing firms face in implementing green marketing practices. It was therefore recommended that policymakers and stakeholders in Kwara, Niger, and Kogi states should collaborate to develop and implement comprehensive green marketing policies and incentives that facilitate the seamless integration of sustainable practices within the manufacturing sector.

Keywords: Initiative, Environmental, Factors, Campaign, Social, Economic, Mechanism, Consensus, Conducive, Barrier

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1. INTRODUCTION

Green marketing has become popular in recent times as society becomes more and more aware of environmental pollution and implementation of unethical business activities, leading to concern sophisticated for the natural environment. Companies have become aware of the need to change their business implementation to try to meet the “new” concerns of society (Ransure, 2020). As environmental consciousness spreads globally, organizations have been pushed to adopt green consciousness and intensify their efforts to develop the implementation of green marketing that can reduce pollution and risks (FuiYeng & Yazdanifard, 2021; Katsikeas, Leonidou & Zeriti, 2020 and Abdulrahman, 2021).

Charter and Polonsky (2019) defined green marketing as the marketing or promotion of a product based on its environmental performance and improvement. Anirban (2021) states that green marketing includes all activities designed to generate and facilitate any exchange intended to satisfy human needs and desires such that the satisfaction of these needs and desires occurs with minimal adverse impact on the environment natural. Bhardwaj (2021) reported that environmental/green marketing is a business practice that takes into account consumers' concerns regarding the promotion, preservation and conservation of the natural environment.

Consumers are turning to greener products while governments are also adopting certain regulations to make the world greener. In this scenario, consumers' purchasing intentions are also influenced by various factors. These factors include attitude and concern toward the environment, social influence, self-image, and orientation toward human nature. According to Alsmadi (2021), environmental marketing refers to activities that recognize environmental management as a responsibility for business development and growth. Another green marketing analyst, Charter (2019) defined green marketing practice as “a holistic and responsible strategic management process that identifies, anticipates, meets and satisfies the needs of stakeholders for a reasonable reward that does not affect not negatively the human or natural environmental well-being such interpretations broaden the traditional understanding of business responsibilities and goals”.

Therefore, green marketing aims to ensure that consumer needs are met but not at the expense of the environment. Previous studies on green marketing have focused on the impact of green marketing strategy on the performance of the business (e.g., Ambler, Kokkinaki, & Puntoni, 2019; Hunt & Arnett, 2020; Ledwith & O'Dwyer, 2021). Likewise, some recent academic research on the importance of green marketing has accumulated. For example, FuiYeng and Yazdanifard (2021) studied the influence of green marketing on consumers' purchasing behaviour regarding green products; Léonidou and Zeriti (2019) studied green product development strategy: antecedents, outcomes and contingent effects. Saravanaraj and Pillai (2020) studied the attributes of green products that encourage green purchasing.

Ward (2019) studied the impact of environmentally friendly packaging on customer satisfaction. These studies did not address the impact of green marketing on national economic rebirth nor took into account businesses in the states studied. The fact is that there is little academic research that has simultaneously studied the effect of green marketing on parameters of national economic rebirth such as: economic sustainability, environmental sustainability and social development.



To fill this gap in the existing literature, this study examines how the implementation of green marketing can be used as a catalyst to facilitate economic rebirth of businesses in Kwara, Niger and Kogi States, Nigeria.

1.1 Statement of the Problem

Past and recent studies in Nigeria and the rest of the world have clearly indicated that environmental pollution and unethical implementation of business activities are affecting the natural environment and businesses should worry with sophisticated concern about the effects of their operations on the natural environment and modify their strategies implemented by businesses in an attempt to thwart the contemporary interests of society (Ambler et al, 2019, Ledwith et al, 2021, Nwokah, 2019, Saravananaraj & Pillai, 2020, Ward, 2019, Abdulrahman, 2021). Furthermore, the volatility and complexity of the environmental landscape following unfavourable trade transactions have made national economic rebirth difficult. Many businesses therefore spend considerable time and resources reacting to unexpected changes in the environment instead of anticipating and preparing for them through appropriate green marketing practices.

As society becomes increasingly concerned about the natural environment, companies have begun to modify their processes to try to respond to new societal challenges. Some companies have quickly accepted new challenges or changes such as environmental management, waste minimization in relation to organizational activities. Therefore, today's green marketing concepts are taking shape as one of the key business strategies of companies to gain competitive advantage, ensure sustainable consumption of their products in the markets and benefit from national economic rebirth at the future (Kotler & Keller, 2022). There is a triple bottom line: people, planet and profit, and people come first in the equation.

Marketers now need to understand that green marketing is not purely altruistic: it can be a profitable effort for sustainable growth (Kotler & Keller, 2022). Understanding the importance of green marketing in national economic rebirth, this research seeks to address green marketing as a tool for national economic rebirth in Nigeria. The manufacturing sector constitutes an important focal point for determining economic rebirth and social development. Therefore, green marketing will be a primary aspect of manufacturing companies, as little is known about the implementation of green marketing by companies in the Tri-State. It is necessary to know whether companies are able to effectively implement the concept of green marketing in their business operations and how this implementation leads to economic rebirth.

1.2 Research Questions

The study will provide answers to the following research questions:

- (a) To what extent does awareness and understanding of green marketing implementation strategies impact on the economic rebirth of firms?
- (b) What influence does green marketing implementation have on the socio-economic development of the three states?
- (c) To what extent can green marketing initiatives enhance the competitiveness and market positioning of manufacturing firms in the three states?



1.3 Objectives of the Study

The aim of this study is to examine the extent that green marketing implementation among companies in Kwara, Niger and Kogi States can be used as a catalyst to drive economic rebirth. The specific objective is to:

1. know the extent of awareness and understanding of green marketing implementation strategies among manufacturing firms in the three states;
2. investigate the influence of green marketing implementation on socio-economic development of the three states;
3. examine the extent that green marketing initiatives can enhance competitiveness and market positioning of manufacturing firms in the three states

1.4 Hypotheses of the Study

The following null hypotheses were tested in this study:

- H₁: Awareness and understanding of green marketing implementation strategies has no significant impact on the economic rebirth of firms
- H₂: Green marketing implementation has no significant influence on the socio-economic development of the three states
- H₃: Green marketing initiatives have no significant effect on enhancement of the competitiveness and market positioning of manufacturing firms in the three states

1.5 Contributions of the Study to Knowledge

The study first contributes to bridging the gap by examining the association between green marketing implementation and economic rebirth. The research will address the lack of action by production and manufacturing companies to alleviate the suffering of victims of environmental pollution and create an action plan that will inspire companies operating in the states under consideration to adopt the concept green marketing for healthy environment, healthy life of people, profitability, achievement of company objectives and economic rebirth. The study will have proposed solutions to the problem of lack of mechanisms to prevent further environmental pollution by manufacturing companies in the identified areas. The research will help manufacturers discover that implementing green marketing helps increase sales of their products. Above all, the study will demonstrate that environmentally sensitive companies attract more potential employees who want to be part of a positive corporate culture.

2. LITERATURE REVIEW

2.1 Conceptual Clarifications

2.1.1 The Concept of Green Marketing

Different marketing authorities and marketing associations have defined green marketing in different ways: The American Marketing Association (AMA) has defined green marketing in the following three different ways: First, green marketing is the marketing of products that are presumed to be safe for the environment (Retail Definition). Second, green marketing is the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality (social marketing definition). Third, green marketing is the commitment of organizations to produce, promote, package and value products in such a way that they are sensitive or suitable for ecological concerns (environmental definition).



This research shared the vision of defining green marketing in retail, social marketing and environment as stated by AMA. According to Kilbourne (2020), green marketing is a holistic and responsible strategic management process that identifies, anticipates, satisfies and satisfies the needs of stakeholders, in exchange for a reasonable reward, which does not have a negative impact on human or natural environmental well-being. Green marketing according to Ward (2019) refers to the process of selling products and/or services based on their environmental benefits.

Such a product or service may itself be environmentally friendly or produced in an environmentally friendly manner that includes:

- Being manufactured in a sustainable fashion
- Not containing toxic materials or ozone-depleting substances
- Able to be recycled and/or is produced from recycled materials
- Being made from renewable materials (such as bamboo, etc.)
- Not making use of excessive packaging
- Being designed to be repairable and not "throwaway"

Furthermore, green marketing refers to the process of producing and selling products based on their environmental benefits and these products should be eco-friendly in nature. Marketing environmentally beneficial products and the green properties of products is important for companies to produce environmentally safer products, including recyclable and biodegradable packaging (Kotler & Armstrong, 2022). Pride and Ferrell (2020) described green marketing as environmental marketing and sustainable marketing. This refers to an organization's efforts to design, promote, price, and distribute products that do not harm the environment.

Charter and Polonski (2019) defined green marketing as all activities designed to generate and facilitate any exchange intended to satisfy human needs or desires, such that the satisfaction of those needs and desires occurs, with minimal adverse impact on the environment.

2.2 Challenges of Green Marketing Development

The consideration of environmental concerns in marketing has arguably only permeated mainstream marketing consciousness in the last decade, although it was first initiated in the early 1970s (Peattie, 2021). Currently, the literature on green marketing is still quite limited, both in terms of scope and depth of analysis. The AMA held the first seminar on "Green Marketing" in 1975. The proceedings of this seminar led to one of the first books on green marketing titled "Green Marketing" (Henion & Kinnear, 2019). The term green marketing became famous in the late 1980s and early 1990s. According to Helsen and Kotabe (2020), from an organizational perspective, environmental considerations should be integrated into all aspects of marketing; new product development, communications and all points in between.

The holistic nature of green marketing also suggests that in addition to suppliers and retailers, new stakeholders are involved, including community members, regulators and NGOs. Another major challenge marketer's face is identifying consumers willing to pay a premium for eco-friendly products. It is clear that in-depth knowledge of the profile of this consumer segment is extremely useful. "Environmental issues" must be in line with the main customer requirements. The lack of standards or public consensus about what is "green" is also a challenge.



This lack of consensus between marketers, activists, regulators, influencers, and consumers has slowed the growth of green products, as companies are often reluctant to advertise their eco-friendly credentials and consumers are often skeptical of the claims (Abdulrahman, 2021). Essentially, there is no definition of “how good is good enough” when it comes to whether a product or company makes green marketing claims. One of the biggest challenges in the field of green marketing is that there have been only a few attempts to scientifically study environmental or green marketing. Although there is some literature, it is based on different perspectives (FuiYeng and Yazdanifard, 2021); Davis, 2020). Despite these challenges, green marketing has continued to gain traction, especially as global concerns about climate change grow. This concern has led to more and more companies announcing their commitment to reducing their climate impact and the impact this has on their products and services. Green marketing is growing rapidly and becoming an increasingly established part of the marketing discipline.

2.3 The Importance of Green Marketing

Charter and Polonsky (2019) in his analysis of the growing importance of green marketing highlighted the basic definition given by Kilbourne (2020) which states that “economics is the study of how people use their limited resources to try to satisfy unlimited desires. It is therefore an established fact that humanity has limited resources on earth, with which it strives to satisfy the unlimited needs of the world. It is generally accepted that individuals and organizations in market societies where freedom of choice exists have the right to attempt to satisfy their desires. As organizations face limited natural resources, they must develop new or alternative ways to meet these unlimited needs. Ultimately, green marketing considers how marketing activities utilize these limited resources, while satisfying the desires of individual and industrial consumers, as well as achieving the goals of the business organization without causing damage to the environment. he environment (Ingram & Durst, 2021; Kotler & Armstrong, 2022) .

By analyzing the literature, we see that companies are increasingly using green marketing. Researchers have attributed the reasons for this. For example, Kotler and Keller (2022) and Alsmadi (2021) believe that organizations perceive green marketing as an opportunity that can be exploited to achieve their objectives and therefore increase patronage. Some organizations believe they have a moral obligation to be more socially responsible and find green marketing useful (Pride and Ferrell, 2020; Henion and Kinnear, 2019; Davis, 2020). Additionally, competitors' environmental activities put pressure on companies to change their environmental marketing activities to green marketing, and government agencies force companies to become more responsible. Cost factors associated with eliminating waste or reducing material use force businesses to change their behaviour (Kotler and Armstrong, 2022).

2.4 Green Marketing Mix

The 4 Ps of green marketing according to Kotler and Armstrong (2022) are those of conventional marketing but the challenge that marketers face is to use the 4 Ps in innovative ways as:

1. **Product:** A manufacturer must offer eco-friendly products that do not harm the environment but protect it. The ecological objectives of product planning are to reduce resource consumption and pollution and to increase the conservation of scarce resources. The marketer's role in product management includes providing product designers with market trends and customer demands for green product



- attributes such as energy savings, organic and eco-friendly chemicals. environment, local supply, etc.
2. Price: The prices of these products are slightly higher than other products. Price is a critical and important factor in the green marketing mix. Most consumers will only be willing to pay extra value if they perceive extra value in the product. This value can be represented by an improvement in performance, functionality, design, visual appeal or taste. Green marketing must take into account all these facts while charging a higher price.
 3. Place: distribution logistics is of fundamental importance; the main focus is on environmentally friendly packaging. Green products must be marketed in local and national markets. Choosing where and when a product is made available will have a significant impact on customers, as very few customers will go out of their way to purchase environmentally friendly products.
 4. Promotion: Communication with the market should emphasize environmental aspects and product promotion should also be carried out in a more environmentally friendly way (Kotler and Keller, 2022). There are three types of green advertising:
 - (a) Advertisements that address the relationship between a product/service and the biophysical environment
 - (b) Those that promote an ecological lifestyle by highlighting a product or service
 - (c) Advertisements that present a corporate image of environmental responsibility

Manufacturers must consider, among other things, the importance of the green consumer segment to the business; incomes are likely to increase by improving the perception of greenery; and the possibility of suffering financial losses if consumers judge the company to be insufficiently environmentally friendly. Additionally, if the company has the necessary resources and many consumers are indifferent to the issues the company can profitably serve, an internal commitment at the highest levels of management to be green; Some of them are able to beat their competitors in this area, or some of them are so established in green spaces that it would be very expensive and frustrating to compete with them on environmental issues (Kotler & Armstrong, 2022; Bhardwaj, 2021; Peattie, 2021). It should be noted that whatever strategy a manufacturer adopts, one should always keep in mind that consumers are unlikely to compromise on traditional product attributes such as quality, availability, convenience, price and performance. In other words, even environmentally friendly products must possess these attributes to attract the attention of most consumers. However, it is crucial to realize that there is no single green marketing strategy that is suitable for every business.

2.5 The Concept of Green Products

Recyclable, reusable and biodegradable products are called green products. It is made with natural ingredients and contains recycled, non-toxic chemicals. Green products are originally grown and manufactured with approved chemicals. They do not damage or pollute the environment. This is why they are defined as environmentally friendly (Kotler & Armstrong, 2022). According to Davis (2020), green products are those products whose functions or ideas relate to the process of rebirth, production, sale, use and treatment of waste available for recycling, pollution reduction and energy savings.



According to Helsen and Kotabe (2020), green product development addresses environmental issues through product design and innovation. Green products have also been described as products claiming to provide an environmental benefit (Ingram and Durst, 2021). Examples of these products are construction materials, furniture, consumer products, electronics, washing machines, air conditioners, refrigerators, healthcare products, organic and green foods (Nwokah, 2019; Ward, 2019). Davis (2020) further argued that green products can be defined as environmental products or environmentally friendly products. Charter and Polonsky (2019) consider green products as products with an alternative design such that fewer physical resources are required during their life cycle. That is to say, products manufactured using green technology and which do not present environmental risks. The promotion of green technologies and green products is necessary for the conservation of natural resources and sustainable development (Henion & Kinnear, 2019).

2.6 Economic Rebirth

The economic rebirth has its roots in the recent crisis, but it is even deeper in insufficient diversification. The oil sector still represents more than 80% of GDP and its coffers represent nearly ninety% of total export revenues. This means that Nigeria and its people are too vulnerable to the forces of nature, the vagaries of global commodity markets, and people oscillating between poverty and just getting by. Due to this vulnerability, Nigeria has seen too many false beginnings. It suffered from a chronic shortage of foreign currency. Growth was too narrow to be inclusive and did not reduce poverty, particularly in rural areas where most people live. In short, the economy was not working for people (Nwokah, 2019).

When President Muhammadu Buhari took office on May 29, 2015, he inherited a serious economic crisis, a crisis fuelled by Nigeria's perennial problem: a severe shortage of foreign exchange which, in turn, caused serious shortages of essential imports such as fuel, capital and medicine. . Companies have been forced to lay off staff. The government could not pay its bills. This is the backdrop to Nigeria's economic rebirth. This resurgence can be discussed along three fundamental dimensions: economic stability, economic growth and human development (Lagarde, 2019). Restoring economic stability involves devaluing the currency and moving to a flexible, market-based exchange rate system. They removed restrictions on foreign exchange transactions by banks and exchange houses. This ended the overvaluation and eased exchange rate tensions. They also raised oil prices and removed subsidies by moving to an automatic adjustment mechanism. This helps the budget, notably by freeing up resources for infrastructure and social spending. This contributes to fairness, as the richest have received most of the benefits of these subsidies. And it helps the environment (Lagarde, 2019). On the other hand, boosting economic growth means improving the prospects of all Nigerians. It can be assumed that the government's economic rebirth plan can lay the foundations for stronger and better growth. It is also believed that growth can become more inclusive (Lagarde, 2019).

2.7 Empirical Studies

Although green marketing has been considered an important subfield of marketing over the past five or six decades, only a few studies focus on the development of green marketing strategies and the motivations for green marketing (i.e. (say the perceived opportunities offered by green marketing). to achieve organizational goals, corporate moral obligation, pressure from government agencies and competitors, cost savings, revenue generation and image building).



Some studies have evaluated green marketing strategies (Polonsky and Rosenberg, 2021; Rivera-Camino, 2020) while others have focused on building relationships with stakeholders and consumers (D'Souza, Taghian & Lamb, 2020; Pride & Ferrell, 2021). Others have examined the relationship between green marketing and marketers, such as authors like Ottaman (2020) and Peattie (2021): Conventional marketing is over and green marketing is in. In developed countries, the wave of environmental awareness that followed Earth Day in 1990 quickly swept the market.

From a green consumer perspective, in a survey of 400 Midwestern consumers in the United States, 36% of respondents were "very likely" to switch from a food brand to another competing label that uses recycled cardboard; only 2.8% said it would be "somewhat unlikely" to change the brand due to packaging recycling (Kilbourne, 2020). Many studies have addressed the characteristics of environmentally conscious consumers in demographic terms. Bukhari and Rana (2019) analyzed and classified the variables believed to influence the purchase of products from environmentally friendly companies. Many researchers have examined age with the hypothesis that younger generations are more inclined towards these types of products and gender with the hypothesis that women would be found to be more aware of these issues (e.g. Roberts, 2020; Roberts and Bacon, 2019; Roper, 2019; Samdahl and Robertson, 2020). Many other studies have addressed the role of income, education and even place of residence (e.g. Samdahl & Robertson, 2020; Rashad & Igbazua, 2020).

Another wave of research has moved toward the analysis of psychographic rather than demographic variables in an effort to better profile green consumer segments (Bukhari & Rana, 2019), including level of environmental concern, environmental knowledge, attitudes such as social concern, perceived personal relevance, political orientation (Hine and Gifford, 2019), altruism and perceived consumer effectiveness (e.g. Berger and Corbin, 2019; Seth & Khan, 2020). In both areas, analyzes have led to inconclusive and contradictory results and demonstrated limited use in both research and practice, remaining what Peattie (2021) calls the mystery of the green consumer. This point constitutes legitimization of the assertion that consumer-oriented green marketing studies are inadequate for modelling or putting into practice strategic green marketing. Chan's (2020) survey results indicate that Chinese consumers would like to see the Chinese government and businesses take more responsibility in environmental protection.

This is an important consumer orientation regarding the issue of green marketing in China and is not an unusual approach as it arises from the fundamental theory and orientation of consumer behaviour (Polonsky and Rosenberg, 2021). Christman and Taylor (2020) found that multinational ownership creates a positive effect on compliance with environmental standards. Their findings suggest that foreign direct investment has secondary environmental protection benefits and indicates that increasing trade ties between China and developed countries contribute to the environmental self-regulation of Chinese industry. They also point out that companies that serve different customer groups differ in their propensity to comply with environmental regulations. In China, non-export-oriented companies, particularly multinationals, tend to have more difficulty following global standards.



3. METHODOLOGY

This empirical study will focus on manufacturing companies operating in Kwara, Niger and Kogi States and will use data from secondary sources such as online and library books and journals. Researchers should use a survey research design in this study. This is in line with previous studies such as those of Saxena and Khandelwal (2019) and Srinivasa (2021). The study population is 1,200 stakeholders (400 each in Kwara, Niger and Kogi states, comprising 200 customers, 100 policymakers and 100 sector experts). Interviewees were selected from stakeholders using purposive sampling method to identify those who might possess the characteristics and experiences necessary for the study; the sample size for the research was determined by Taro Yamani's formula to arrive at 300 respondents.

A mixed method research approach that utilizes both qualitative and quantitative data collection methods will be adopted. The study used survey research design in which structured questionnaire was administered to each of the key stakeholders of the manufacturing firms in the selected states with the help of field assistants that were engaged and trained for the purpose. The questionnaire method was chosen for its versatility, speed and cost advantages. Data will be analyzed using Statistical Package for Social Sciences (SPSS) and hypotheses will be tested with Analysis of Variance Model to know the level of awareness and understand the implementation strategies of green marketing among manufacturing companies in the three states.

Using the Taro Yamane formula:

$$N = \frac{N}{1+N(e)^2}$$

Now using the Taro Yamane formula

$$n = \frac{N}{1+N(e)^2}$$

Where:

n is the sample size

N is the population of the study

e is the margin error in the calculation (0.1)

we now have

$$n = \frac{1200}{1+120(0.05)^2}$$

$$n = \frac{1200}{1+120(0.0025)}$$

$$n = \frac{1200}{1+3}$$

$$n = \frac{1200}{4}$$

$$n = 300$$



Based on the calculation above, 100 questionnaires were allocated to each state as indicated in the table below:

Table 1: Questionnaire Allocation

States	Customers (50)	Policy Makers (25)	Experts (25)	Total Retrieved
Kwara State	45	23	17	85
Niger State	43	21	19	83
Kogi State	47	18	24	89
Total				257

Source: Survey 2023

As indicated above, out of the 300 questionnaires administered, only 257 (85 from Kwara; 83 from Niger; 89 from Kogi) were duly filled and returned thereby making the working sample to stand at 257.

4. DATA ANALYSIS

Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.591	.586	.37765

- a. Predictors: (Constant), Technological advancements play a crucial role in facilitating the adoption and implementation of green marketing practices in manufacturing firms across the three states, Green marketing initiatives are the potential to revive the economy, The collaboration between manufacturing firms and environmental organizations promotes the successful implementation of green marketing practices.

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	52.166	3	17.389	121.923	.000 ^a
	Residual	36.083	253	.143		
	Total	88.249	256			

- a. Predictors: (Constant), Technological advancements play a crucial role in facilitating the adoption and implementation of green marketing practices in manufacturing firms across the three states, Green marketing initiatives are the potential to revive the economy, The collaboration between manufacturing firms and environmental organizations promotes the successful implementation of green marketing practices



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.769 ^a	.591	.586	.37765

b. Dependent Variable: The implementation of green marketing strategies can impact on socio-economic development of your state

The overall regression (ANOVA) shows that the factors [Green marketing initiative (GMI), Collaboration between manufacturing firms and environmental organizations (Collab) and Technological Advancement (TA)] are statistically significant since their P-values are $0.000 < 0.05$ significant level.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.272	.083		27.338	.000
	Green marketing initiatives (GMI) have the potential to revive the economy	.180	.043	.210	4.215	.000
	The collaboration between manufacturing firms and environmental organizations (Collab) promotes the successful implementation of green marketing practices	-.932	.053	-.917	-17.494	.000



Technological Advancements (TA) play a crucial role in facilitating the adoption and implementation of green marketing practices in manufacturing firms across the three states	.220	.026	.361	8.352	.000
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a. Dependent Variable: The implementation of green marketing strategies can impact on socio-economic development of your state

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon_t$$

$$\text{Economic Rebirth (ER)} = \beta_0 + \beta_1\text{GMI} + \beta_2\text{Collab} + \beta_3\text{TA} + \varepsilon_t$$

$$\text{ER} = 2.272 + 0.180 \text{ GMI} - 0.932 \text{ Collab} + 0.220 \text{ TA}$$

The result implies that Green Marketing Initiatives (GMI) affects the Economic Rebirth (ER) positively with 0.180 unit increase of GMI and 0.220 units increase of TA while it decreases with 0.932 units of the collaboration and then is all statistically significant to ER. The R² result shows that about 59.1% can be explained by the variable of interest (GMI, Collab or TA) while the remaining 40.9% can be explained by other factors outside this.

4.1 Hypotheses

Hypothesis 1:

H₀₁: Awareness and understanding of green marketing implementation strategies has no significant on firms

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	19.887	2	9.943	25.836	.000
Within Groups	97.755	254	.385		
Total	117.642	256			

Decision Rule: Reject H₀ if P_v (Sig.) is less than α (0.05 level of significance).

Since the P_v (0.000) is less than α (0.05) level of significance, we therefore reject the null hypothesis and conclude that awareness and understanding of green marketing implementation strategies has significant impact on the economic rebirth of firms in Kwara, Niger and Kogi States.



Hypothesis 2:

H₀₂: Green marketing implementation has no significant influence on the socio-economic development of the three states

H₁₂: Green marketing implementation has significant influence on the socio-economic development of the three states

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	9.533	2	4.767	15.381	.000
Within Groups	78.716	254	.310		
Total	88.249	256			

Decision Rule: Reject H₀ if P_v (Sig.) is less than α (0.05 level of significance).

Hence, since the P_v (0.000) is less than α (0.05) level of significance, we therefore reject the null hypothesis and conclude that green marketing implementation has significant influence on the socio-economic development of the three states.

Hypothesis 3:

H₀₃: Green marketing initiatives have no significant effect on enhancement of the competitiveness and market positioning of manufacturing firms in the three states

H₁₃: Green marketing initiatives have significant effect on enhancement of the competitiveness and market positioning of manufacturing firms in the three states

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	19.374	2	9.687	17.245	.000
Within Groups	136.500	243	.562		
Total	155.874	245			

Decision Rule: Reject H₀ if P_v (Sig.) is less than α (0.05 level of significance).

Hence, since the P_v (0.000) is less than α (0.05) level of significance, we therefore reject the null hypothesis and conclude that green marketing initiatives have significant effect on enhancement of the competitiveness and market positioning of manufacturing firms in the three states.

4. DISCUSSION OF FINDINGS

The level of green marketing implementation among manufacturing firms in Kwara, Niger, and Kogi States is relatively low as 15%, 13% and 17% of firms have fully adopted green marketing practices, while the majority is in the early stages of implementation and there is also a moderate positive correlation between the level of green marketing implementation and economic rebirth indicators such as job creation, the attraction of foreign investment, and environmental sustainability.



The main barriers to green marketing implementation identified by the firms include lack of awareness, insufficient financial resources, limited technical expertise, and perceived lack of customer demand for green products. The findings also underscored the challenges associated with the implementation of green marketing initiatives, emphasizing the need for tailored solutions to overcome regulatory, infrastructural, and financial barriers. The findings also underscored the challenges associated with the implementation of green marketing initiatives, emphasizing the need for tailored solutions to overcome regulatory, infrastructural, and financial barriers.

5. CONCLUSION

The study reveals that while there is potential for green marketing to contribute to economic rebirth in Kwara, Niger and Kogi States, there are significant challenges that manufacturing firms face in implementing green marketing practices. The low level of green marketing implementation indicates a need for strategic interventions to promote and support the adoption of green marketing practices. However, the positive impacts observed among firms that have embraced green marketing suggest that it can be a catalyst for economic growth and sustainability. The study emphasized the importance of fostering conducive regulatory environment, promoting technological innovation, and encouraging collaborative efforts among governmental bodies, private enterprises, and local communities to fully realize the potential benefits of eco-friendly business practices.

6. RECOMMENDATIONS

Based on the findings from the research, the following recommendations are made:

- It is recommended that policymakers and stakeholders in Kwara, Niger, and Kogi states should collaborate to develop and implement comprehensive green marketing policies and incentives that facilitate the seamless integration of sustainable practices within the manufacturing sector. This includes establishing supportive frameworks for acquiring green certifications, offering financial incentives for eco-friendly investments, and promoting knowledge-sharing platforms to encourage the exchange of best practices and innovative solutions.
- Consumer awareness and demand: Efforts should be made to raise consumer awareness about the importance of green products and encourage the demand for environmentally-friendly goods and services. This can be achieved through consumer education campaigns and labelling systems that clearly indicate the environmental attributes of products.
- Collaboration and networking among manufacturing firms, academia, and research institutions to share best practices, experiences, and expertise in green marketing implementation. This can include industry forums, conferences, and networking events aimed at fostering collaboration and knowledge exchange.
- The government and financial institutions should provide financial support services in the form of grants and low-interest loans to manufacturing firms to support their investment in green marketing initiatives. This will help overcome the financial barriers faced by firms and encourage more widespread adoption of green marketing practices



By implementing these recommendations, manufacturing firms in Kwara, Niger, and Kogi states can overcome barriers and embrace green marketing practices, thereby enhancing their economic performance and contributing to the overall economic rebirth of the region.

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