



Implementation of Green Marketing Initiative by Manufacturing Firms in Kwara State and Its Impact on Economic Recovery in the State

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ABSTRACT

Uncertainties about climate change have made several consumers more mindful of their purchases and enterprises also looking to cut their carbon footprint to attract more customers has demanded the implementation of Environmental marketing policies which is a viable advertising strategy. Validating the legitimacy of Environmental marketing implementation for economic recovery prompted the choice of manufacturing firms in Kwara State, Nigeria. This state has been selected due to its proximity to the researcher and its significant contribution to the country's manufacturing sector. A mixed method research approach that utilizes both qualitative and quantitative data collection methods was adopted. 400 respondents comprising customers (200), policymakers (100), and industry experts (100) were selected and served with questionnaire by purposive sampling method to identify those that are likely to possess the characteristics and experiences needed for the study. The sample size was determined using the Taro Yamani formula to arrive at the sample size of 200 respondents. The study involved a survey questionnaire administered to each of the key stakeholders of the manufacturing firms in the above selected state. Data were analysed using Statistical Package for Social Sciences (SPSS) while the hypotheses were tested with Analysis of Variance. The research revealed that awareness and understanding of Environmental marketing implementation strategies has significant impact on the economic recovery of firms in the state. Conclusively, Environmental marketing is a holistic and responsible strategic management process that identifies, anticipates and satisfies the needs of stakeholders in exchange for a reasonable reward without a negative impact on human or natural environmental well-being. It is recommended that management of the manufacturing firms in the state should focus more on the areas of positive collaboration with environmental organizations and other stakeholders to produce Environmental products and services that will increase their market shares and profitability which will in the long run bring about economic recovery in the state rather than the unproductive engagements they are presently having with the environmental organizations.

Keywords: Efficient Management, Management Process, Financial Control, Government.

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1. INTRODUCTION

Environmental 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. Firms 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 Environmental consciousness and intensify their efforts to develop the implementation of Environmental marketing that can reduce pollution and risks (Katsikeas, Leonidou & Zeriti, 2020 and Abdulrahman, 2021). According to Alsmadi (2021), environmental marketing refers to activities that recognize environmental management as a responsibility for business development and growth. Anirban (2021) states that Environmental 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.

Charter (2019) defined Environmental 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, Environmental marketing aims to ensure that consumer needs are met but not at the expense of the environment. Previous studies on Environmental marketing have focused on the impact of Environmental marketing strategy on the performance of businesses (Ambler, Kokkinaki, & Puntoni, 2019; Hunt & Arnett, 2020).

Likewise, some recent academic research on the importance of Environmental marketing has accumulated. Katsikeas, Léonidou and Zeriti (2020) for instance, studied Environmental product development strategy: antecedents, outcomes and contingent effects. Saravanaraj and Pillai (2020) studied the attributes of environmental products that encourage environmental purchasing. Ward (2019) studied the impact of environmentally friendly packaging on customer satisfaction.

These studies did not address the impact of environmental marketing initiative implementation by manufacturing firms in Kwara State on economic recovery in the state nor took into account firms in the state studied. The fact is that there is little academic research that has simultaneously studied the impact of environmental marketing initiative implementation on economic recovery parameters such as low unemployment, steady inflation, positive consumer index reading, increased GDP and environmental sustainability. To fill this gap in the existing literature, this study examines the impact of environmental marketing initiative implementation by manufacturing firms in Kwara State on economic recovery of the state.

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 manufacturing firms should worry with utmost concern about the effects of their operations on the natural environment and modify their strategies implementation in an attempt to thwart the contemporary interests of society (Ambler et al, 2019, Nwokah, 2019).



Furthermore, the volatility and complexity of the environmental landscape following unfavourable trade transactions have made economic recovery difficult. Many firms therefore spend considerable time and resources reacting to unexpected changes in the environment instead of anticipating and preparing for them through appropriate environmental marketing initiative. As society becomes increasingly concerned about the natural environment, manufacturing firms have begun to modify their processes to try to respond to new societal challenges. Some manufacturing firms have quickly accepted new challenges or changes such as environmental management, waste minimization in relation to organizational activities.

Therefore, today's environmental marketing concepts are taking shape as one of the key business initiative of manufacturing firms to gain competitive advantage, ensure sustainable consumption of their products in the markets and benefit from economic recovery at the future (Kotler & Keller, 2022). There is a triple bottom line: people, planet and profit, and people come first in the equation. The manufacturing sector constitutes an important focal point for determining economic recovery and social development; marketers now need to understand that environmental marketing is not purely altruistic: it can be a profitable effort for sustainable growth (Kotler & Keller, 2022). By adopting the environmental marketing initiative, this research seeks to know the impact that environmental marketing initiative implementation has on economic recovery in Kwara state, Nigeria.

Research Questions

The study will provide answers to the following research questions:

- (a) To what extent does awareness and understanding of environmental marketing initiative implementation impact on the economic recovery of firms in Kwara state?
- (b) What impact does environmental marketing implementation have on the socio-economic development of the state?
- (c) To what extent can environmental marketing initiative enhance the competitiveness and market positioning of manufacturing firms in the state?

Objectives of the Study

The aim of this study is to examine the extent that environmental marketing initiative implementation by manufacturing firms in Kwara State can impact on economic recovery of the state. The specific objective is to:

1. know the extent of awareness and understanding of environmental marketing initiative implementation by the firms in the state;
2. investigate the impact of environmental marketing initiative implementation by the firms on socio-economic development of the state;
3. examine the extent that environmental marketing initiative implementation by the firms in the state can enhance competitiveness and market positioning among them

Hypotheses of the Study

The following null hypotheses were tested in this study:

- H₀₁: Awareness and understanding of environmental marketing initiative implementation by the firms has no significant impact on the economic recovery in the state
- H₀₂: Environmental marketing initiative implementation by the firms has no significant impact on the socio economic development of the state



H₀₃: Environmental marketing initiative implementation by the firms has no significant effect on enhancement of the competitiveness and market positioning of manufacturing firms in the state

Contributions of the Study to Knowledge

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

2. LITERATURE REVIEW

Conceptual Clarifications

The Concept of Environmental Marketing

Different marketing authorities and marketing associations have defined environmental marketing in different ways: The American Marketing Association (AMA) has defined environmental marketing in the following three different ways: First, environmental marketing is the marketing of products that are presumed to be safe for the environment (Retail Definition). Second, environmental 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, environmental 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 environmental marketing in retail, social marketing and environment as stated by AMA. According to Kilbourne (2020), environmental 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.

Challenges of Environmental 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 environmental marketing is still quite limited, both in terms of scope and depth of analysis. The AMA held the first seminar on “Environmental Marketing” in 1975. The proceedings of this seminar led to one of the first books on environmental marketing titled “Environmental Marketing” (Henion & Kinnear, 2019). The term environmental 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 environmental 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 "environmental" is also a challenge. This lack of awareness and understanding of environmental marketing initiative implementation among the stakeholders has slowed the growth of environmental products, as firms 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 environmental marketing claims.

One of the biggest challenges in the field of environmental marketing is that there have been only a few attempts to scientifically study environmental or environmental marketing. Although there is some literature, it is based on different perspectives (Helsen and Kotabe, 2020); Davis, 2021). Despite these challenges, environmental marketing has continued to gain traction, especially as global concerns about climate change grow. This concern has led to more and more manufacturing firms announcing their commitment to reducing their climate impact and the impact this has on their products and services. Environmental marketing is growing rapidly and becoming an increasingly established part of the marketing discipline.

The Concept of Environmental Products

Recyclable, reusable and biodegradable products are called environmental products. It is made with natural ingredients and contains recycled, non-toxic chemicals. Environmental 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 (2021), environmental products are those products whose functions or ideas relate to the process of recovery, production, sale, use and treatment of waste available for recycling, pollution reduction and energy savings. According to Helsen and Kotabe (2020), environmental product development addresses environmental issues through product design and innovation. Environmental 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 environmental foods (Nwokah, 2019; Ward, 2019). Davis (2021) further argued that environmental products can be defined as environmental products or environmentally friendly products. Charter and Polonsky (2019) consider environmental 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 environmental technology and which do not present environmental risks. The promotion of environmental technologies and environmental products is necessary for the conservation of natural resources and sustainable development (Henion & Kinnear, 2019).



Economic Recovery

The economic recovery 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. . Firms have been forced to lay off staff. The government could not pay its bills. This is the backdrop to Nigeria's economic recovery. This recovery 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, implementing environmental marketing initiative means boosting economic growth and improving the prospects of all Nigerians. It can be assumed that the government's economic recovery plan can lay the foundations for stronger and better growth. It is also believed that growth can become more all-inclusive (Lagarde, 2019).

Empirical Studies

To achieve economic recovery through organizational goals, there is need for corporate moral obligation, pressure from government agencies and competitors, cost savings approach, revenue generation and image building. Some studies have validated environmental marketing initiative such as Charter and Polonsky, 2019 and Rivera-Camino, 2020; others have focused on building relationships with stakeholders and consumers (Katsikeas, Léonidou and Zeriti, 2020; Pride & Ferrell, 2021) while the likes of Ottaman (2020) and Peattie (2021) have examined the relationship between environmental marketing and marketers. Conventional marketing is over and environmental marketing is in nowadays. In developed countries, the wave of environmental awareness that followed Earth Day in 1990 quickly swept the market and from a environmental 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.



Henion and Kinnear (2019) analyzed and classified the variables believed to influence the purchase of products from environmentally friendly firms. Many researchers have examined the influence of age with the hypothesis that younger generations are more inclined towards these types of products and gender influence with the hypothesis that women would be found to be more aware of these issues (Peattie, 2021; Charter and Polonsky, 2019). Other studies have addressed the role of income, education and even place of residence as influences (Helsen & Kotabe, 2020; Ransue, 2020).

A wave of research has moved toward the analysis of psychographic rather than demographic variables in an effort to better profile environmental consumer segments (Henion & Kinnear, 2019). Another research included level of environmental concern, environmental knowledge, attitudes such as social concern, perceived personal relevance and political orientation (Rivera-Camino, 2020); then, altruism and perceived consumer effectiveness (Hunt and Arnett, 2020; Seth & Khan, 2020).

In those areas, analyses 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 environmental consumer. Kilbourne (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 environmental marketing in China and is not an unusual approach as it arises from the fundamental theory and orientation of consumer behaviour (Charter and Polonsky, 2019). Seth and Khan (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.

3. METHODOLOGY

This empirical study will focus on the manufacturing firms in Kwara State using data from secondary sources such as online and library books and journals. This is in line with previous studies like those of Saxena and Khandelwal (2019) and Srinivasa (2021). The study population is 400 stakeholders comprising 200 customers, 100 policymakers and 100 sector experts. Interviewees will be selected among the stakeholders by purposive sampling method to identify those who might possess the characteristics and experiences necessary for the study. A mixed method research approach that utilizes both qualitative and quantitative data collection methods will be adopted. The study will use survey research design in which structured questionnaire will be administered to each of the key stakeholders of the manufacturing firms in Kwara state with the help of field assistants that will be engaged and trained for the purpose. Questionnaire was chosen for its versatility, speed and cost advantages. Taro Yamani's formula will be used to determine the sample size. 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 investigate the impact of environmental marketing initiative implementation by manufacturing firms on the socio-economic development of the state.



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

$$n = \frac{400}{1+400(0.05)^2}$$

$$n = \frac{400}{1+400(0.0025)}$$

$$n = \frac{400}{1+1}$$

$$n = \frac{400}{2}$$

$$n = 200$$

Based on the calculation above, 200 questionnaires will be administered on the stakeholder in the state as indicated in the table below:

Distribution of Questionnaire

Stakeholders	Number of Questionnaire
Customers	100
Policy Makers	50
Experts	50
Total	200

Source: Survey 2023

Administration of Questionnaire

Stakeholders	Number of Questionnaire Administered	Number of Questionnaire Returned
Customers	100	93
Policy Makers	50	48
Experts	50	44
Total	200	185

Source: Survey 2023

Percentage of Return: $\frac{185}{200} \times 100 = 93\%$



As indicated above, out of the 200 questionnaires administered, only 185 (93% return rate) were duly filled and returned thereby making the working sample to be 185 stakeholders.

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 environmental marketing initiative in manufacturing firms across the State, Environmental marketing initiative has the potential to revive the economy, The collaboration between manufacturing firms and environmental organizations promotes the successful implementation of environmental marketing initiative.

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 environmental marketing initiative in manufacturing firms across the state, Environmental marketing initiative are the potential to revive the economy, The collaboration between manufacturing firms and environmental organizations promotes the successful implementation of environmental marketing initiative.

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

The overall regression (ANOVA) shows that the factors: Environmental 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



Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate			
1	.769 ^a	.591	.586	.37765			
	Environmental marketing initiative (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 environmental marketing practices		-.932	.053	-.917	17.494	.000
	Technological Advancements (TA) play a crucial role in facilitating the adoption and implementation of environmental marketing practices in manufacturing firms across the state		.220	.026	.361	8.352	.000

a. Dependent Variable: The implementation of environmental marketing initiative can impact on socio-economic development of your state

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

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

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

The result implies that Environmental Marketing Initiative (GMI) affects the Economic Recovery (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.



Hypotheses

Hypothesis 1:

H₀₁: Awareness and understanding of environmental marketing initiative implementation by the firms has no significant impact on the economic recovery in the state

H₁₂: Awareness and understanding of environmental marketing initiative implementation by the firms has significant impact on the economic recovery in the state

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 environmental marketing initiative implementation by the firms has significant impact on the economic recovery in the state.

Hypothesis 2:

H₀₂: Environmental marketing initiative implementation by the firms has no significant impact on the socio economic development of the state

H₁₂: Environmental marketing initiative implementation by the firms has significant impact on the socio economic development of the state

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 environmental marketing initiative implementation by the firms has significant impact on the socio economic development of the state.

Hypothesis 3:

H₀₃: Environmental marketing initiative implementation by the firms has no significant effect on enhancement of the competitiveness and market positioning of manufacturing firms in the state

H₁₃: Environmental marketing initiative implementation by the firms has significant effect on enhancement of the competitiveness and market positioning of manufacturing firms in the state



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 H_0 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 environmental marketing initiative implementation by the firms has significant effect on enhancement of the competitiveness and market positioning of manufacturing firms in the state.

5. DISCUSSION OF FINDINGS

The hypothesis 1 shows that awareness and understanding of environmental marketing implementation strategies has significant impact on the economic recovery of firms in the state. This denotes that a percentage increase in technological advancement will increase the economic recovery of the state by 22%. This finding agrees with the findings of Charter and Polonsky (2019) and Rivera-Camino (2020).

As for hypothesis 2, environmental marketing implementation by manufacturing firms in Kwara state negatively influences the socio-economic development of Kwara state. This implies that a percentage increase in collaboration between manufacturing firms and environmental organizations (Collab) will decrease the economic recovery of the state by 93.2%. This finding is not in line with the studies of Katsikeas, Leonidou and Zeriti, (2020); Pride and Ferrell (2021); Ottaman (2020) and Peattie (2021) where it was found that building relationships with stakeholders and consumers will foster economic sustainability and development.

The result of hypothesis 3 indicates that environmental marketing initiatives have significant effect on enhancement of the competitiveness and market positioning of manufacturing firms in the state. This implies that a percentage increase in environmental marketing initiatives will increase the economic recovery positively by 18%. This shows that there is positive and significant relationship between the variables. This finding is consistent with the studies of Lagarde (2019) where it was found that there is significant and positive relationship between implementation of environmental marketing initiative and boosting economic growth of all Nigerians.

6. CONCLUSION

Environmental marketing is a holistic and responsible strategic management process that identifies, anticipates and satisfies the needs of stakeholders in exchange for a reasonable reward without a negative impact on human or natural environmental well-being. The study focused on environmental marketing initiative implementation by manufacturing firms in Kwara State of Nigeria and the impact it has on economic recovery of the state.



Environmental marketing practices include but not limited to environmental marketing initiative, collaboration between manufacturing firms and technological advancement. The study revealed that technological advancement plays a crucial role in facilitating the adoption and implementation of environmental marketing initiative in manufacturing firms across the state, environmental marketing initiative has the potential to revive the economy and the collaboration between manufacturing firms and environmental organizations promotes the successful implementation of environmental marketing practices in the state. Hence, the study concluded that environmental marketing initiative implementation by manufacturing firms in Kwara State has impact on the economic recovery of the state.

7. RECOMMENDATIONS

Based on the findings and conclusion drawn from this study above, the following recommendations are made:

- Board of directors of the manufacturing firms in Kwara state should increase the awareness and understanding of environmental marketing initiative implementation in their firms as this will lead to the realization of their firms' corporate objectives and greater economic recovery of the state.
- The management of the manufacturing firms in the state should focus more on the areas of positive collaboration with environmental organizations and other stakeholders to produce environmental products and services that will increase their market shares and profitability which will in the long run bring about economic recovery in the state rather than the unproductive engagements they are presently having with the environmental organizations.
- The firms in the state should also endeavour to explore and maximize the use of productive environmental marketing initiatives that will result in rewarding economic recovery of the states. Efforts should be made to raise consumer awareness about the importance of environmental 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. The state 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 environmental marketing initiative. This will help overcome the financial barriers faced by firms and encourage more widespread adoption of environmental marketing initiative

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