GREEN MARKETING AWARENESS AND CONSUMERS' PURCHASE DECISION OF FOREVER LIVING PRODUCTS IN ZARIA

By

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Declaration

I declare that the work in this dissertation entitled "Green Marketing Awareness and Consumers' Purchase Decision of Forever Living Products in Zaria" has been carried out by me in the Department of Business Administration. The information derived from the literature has been duly acknowledged in the text and a list of references provided. No part of this dissertation was previously presented for another degree or diploma at this or any other institution. I have the sole responsibility of the errors there in.

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Certification

This dissertation entitled "Green Marketing Awareness and Consumers' Purchase Decision of Forever Living Products in Zaria" by Hadiza MUHAMMAD meets the regulations governing the award of the Degree of Master of Science in Business Administration of Ahmadu Bello University, and is approved for its contribution to knowledge and literacy presentation.

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Dedication

This dissertation is dedicated to our dear Nabiy Prophet Muhammad (S.A.W), Khatimil-NabiyWaImamul-mursalin.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Over the past few decades, concern about the environment has become a significant public issue. A sharp rise in environmentalism, which is a movement that began as a process of protecting the consumers against unethical marketing practices, has emerged in the United State and Western Europe in the 1970s and as a result of the increased level of environmental awareness, this leads to a positive change within consumers' behaviour towards environmentally related products. This change contributed to the start of the green revolution to prevent further environmental damages (Purohit, 2012).

Although, environmental issues influence all human activities, as society becomes more concerned with the natural environment, businesses have begun to modify their behaviour in an attempt to address this society's new concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. Afterward, due to increased social and political pressure, organizations have moved beyond these concepts to recycling, alternative packaging, redesigning of products, and alternative products. Since 1990s, environmental concern has become one of the most important issues. Both in United States and Europe, businesses have discovered that in future, consumers are more likely to be environmentally conscious when making their purchase decisions (Teng & Weai, 2014).

One business area where environmental issues have received a great deal of discussion in the popular and professional press is green marketing, in return to consumers concern and attitudes

for the environment, companies make their marketing strategies to appeal consumers environmental concern. This marketing strategy, named as green marketing, have caused companies to adopt green policies in their marketing activities (Suplico, 2009). Forever living product company is incorporating societal environmental concern into their marketing strategy by offering environmental friendly products.

Forever Living Product Company (FLP) is considered as one of the companies that aim at improving environmentalism and also increase individual satisfaction. The green marketing concept advocates that businesses/business organizations must develop products and marketing strategies, that are not only address the needs of the consumers, but also safeguard the long-term interests of those consumers as well as those of society at large. Most business organizations are often accused of making products and packaging as well as using manufacturing processes that damage the environment. The green movement holds that it is a part of the responsibility of business organizations to ensure that they conduct their activities in such a way that they do minimum harm to the environment and the consumers (Chan, 2012).

While consumers attempt to shift to green life style may appear to be more expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run and also green based products are higher in quality in terms of energy saving, performance, convenience, safety etc. Green products offer consumers with the benefits of healthier, more fulfilled lives and power to make the world a better place, in terms of the environment. Production of green products will result to better environment as a result of reduced air and water pollution, waste energy depletion, depletion of natural resources (Azizan & Suki,2013).

In the purchase of green products, consumers should have the awareness of the products that are marketed using the green marketing concept, because lack of information about the green product impedes consumers green purchase decision (Xie, 2012). Marketers should influence each of these decisions, by providing information that can assist in the product review. Marketers also have the responsibility to make the consumers aware about the need and benefits of green products as compared to non-green ones and to make it available for them to purchase (Aman,Harun & Hussein, 2012).

As availability denotes the level of ease or difficulty to obtain or consume a specific product, consumers demonstrate negative green purchase behaviour due to non-availability of these green products (Vermeir & Verbeke, 2004). The negative purchase behaviour is also due to insufficient availability and marketing of the environmental friendly products (Mainieri., 1997).

Rex and Baumann (2006) stated that the aim of green marketing is to include environmental issues in the marketing efforts. Although, no consumer product has a zero impact on the environment, in business, the terms "green product" and "environmental product" are used commonly to describe those that strive to protect or enhance the natural environment by reducing or eliminating use of toxic agents. Forever living products are design in a way that it reduces the negative impact that such product may have on the environment as well as the individual consuming it. Othman (2006) state that Green marketing must satisfy two objectives: improved environmental quality and customer satisfaction.

The growth of green marketing and green consumer is “perhaps the biggest opportunity for enterprise and invention the industrial world has ever seen" (Cairncross 1992). A green consumer can be identified to be one who avoids any product which may damage any living organism, cause deterioration of the environment during process of manufacturing or during process of usage, consume a large amount of non renewable energy (Elkington, 1994). There have been a number of different factors which are instrumental in making green consumers to purchase green products. Extensive research over the years identifies that heightened awareness of green issues; increased level of information availability on environmental sustenance; green advertising by corporations; increased concern for the environment; increase in popularity of green products by social and environmental charities are some of the factors influencing green purchasing decision. Today green developments are identified as opportunities by business firms to improve their marketing niche rather than just actions which need to be carried out (Sharma, 2012).

1.2 Statement of the Problem

As society becomes more concerned with the natural environment, this has led to the adaptation and development of consciousness of consumers’ attitude towards eco-friendly products in order to preserve the planet (Luck, Edwina, & Ginanti, 2009). However, it has become global struggling to achieve the purpose of the environmental protection. Thus, companies are using various means to persuade the consumer segments that are environmentally conscious to change their attitudes from the conventional products to green or environmental friendly products.

Most studies on consumers' behaviour concerning the environment concentrated on one or two individual factors such as attitude and consciousness (Abdul Wahid &Abustan, 2009). They do not make a link with the factors that companies use (company brand image, green price, green products etc.) to make consumers buy green products and their attitudes towards these products. Furthermore, previous findings concerning consumers' attitude towards eco-friendly products are conflicting, for example some studies found that consumers think of non green product as being of high quality than the environmental friendly products (Verneker& Wadhwa, 2011, Dunlap & Scarce, 2010, Mostafa, 2010). While some showed the opposite (Gan, Han Yen Wee, Kao, 2008). Hence, this study intends to look at the inconsistencies in the findings of the previous studies.

In some studies findings show that consumers are willing to pay more for green products (D'Sauza, 2004, Tan &Law 2010, Suchard& Micheal 1991, D'Sauza, Taghian & Lamb 2006, Suki 2013). Other studies confirm that the extra price has to be low (Piram & Secondi 2011, Purohit 2011, Vernekar *et'al* 2011).

Considering all the above findings, it could be concluded that there is inconsistency in the results of the prior researches on green marketing and consumers purchase decision. Finally, most of the previous studies were conducted in developed countries. It is to be acknowledged that if considered from a developing country context there is lack in number, also in Nigeria to the best of the researcher knowledge not much work is done. And this concept is becoming a central component of marketing strategy but still at its infancy stage, also consumers lack the understanding about social and environmental benefits of green products, however, the

question therefore is: To what extent does green marketing awareness affect consumers purchase decision?

1.3 Research Questions

In line with the problem, the following questions are raised.

I. To what extent do consumers' environmental concerns influence purchase decision of Forever Living Product customers, Zaria?

II. Does green price influence consumers' purchase decision of FLP customers, Zaria?

III. Does awareness of green products affect purchase decision of FLP customers, Zaria?

IV. Does green brand image affect purchase decision of FLP customers, Zaria?

1.4 Objectives of the Study

The overall objective of this research is to determine the influence of green marketing awareness on consumer purchase decision of FLP customers. Other specific objectives are;

I. To determine the influence of consumers' environmental concerns on purchase decision of FLP customers Zaria.

II. To determine the influence of green price on purchase decision of FLP customers Zaria.

III. To examine the influence of awareness of green product on purchase decision of FLP Zaria.

IV. To examine the influence of awareness of brand image on purchase decision of FLP customers Zaria.

1.5 Hypotheses

In line with the objectives, the following hypotheses will be been formulated for testing.

$H0_1$: Consumers' environmental concern does not significantly purchase influence decision of FLP customers Zaria.

$H0_2$: Green price does not significantly influence purchase decision of FLP customers Zaria.

$H0_3$: Consumers' awareness of green product does not significantly influence purchase decision of FLP customers Zaria.

$H0_4$: Consumers' awareness of brand image does not significantly influence purchase decision of FLP customers Zaria.

1.6 Significance of the Study

Green marketing strategy is becoming one of the central components of marketing strategy, there are several literatures on this concept but it is still at its infancy stage in Nigeria and also consumers are lacking the awareness of the benefits of this strategy. The current study will provide a valuable insight to both practitioners and theoreticians who want to understand environmentally conscious consumers. Since the success of green products depend on the consumers adopting or changing their attitude and behaviour towards such products, it is imperative that green marketers identify all the factors that encourage cooperation. Thus the current study will also be of benefit to the green marketers as it aids in developing a marketing strategy that persuades consumers to seek the value of collective gain over self-interest. It will also provide the consumers with the necessary information on green marketing strategy. Furthermore, this research finding may also benefit businesses which want to offer environment friendly products to educate consumers.

1.7 Scope of the Study

This study aims at examining the influence of green marketing on consumers' purchase decision, it is restricted to customers/ users of FLP that are based in Zaria. Green marketing is the dependent variable for the study while consumers environmental concern, awareness of price, product and brand image are the independent variables this is in line with Lee (2008), Chen and Chai (2010) and Suki (2013). These variables are considered because they are linked with other variables that are used in the previous studies, which are having conflicting results/findings.

FLP is considered to be one of the leading companies that offers natural and pure products, that are free from all toxic substances, it is therefore, pertinent to assess influence the of green marketing on their consumers purchase intention.

1.8 Definition of Terms

Eco friendly –is a sign that differentiate green product from non green.

Environmental friendly –describe that the firms processes and products consume less energy are recyclable, lessen waste and pollution, and preserve natural resources.

FLP- Forever Living Product

Green –product or company that has more sustainable impact on the environment..

Green purchase –willingness of individuals to pay more for environmental friendly products.

Green marketing- as any marketing activity of product and services that are meant not only to satisfy the needs and wants of human but also to minimize the negative impacts from the usage of them to the natural environment.

Green consumer- individual.

Green consumer- is one who buy and use products that satisfy their needs and has less impact on environment.

Consumers purchase decision- likelihood that a consumer intends to purchase a product.

Green product- A product free of harmful substance.

Green price - A favourable price.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This section reviews prior researches on green marketing strategy and consumers purchase decision. It starts with conceptual considerations and then reviews empirical studies on green marketing and consumer's purchase decision, it then ends it with the theoretical framework that underpins the study.

2.2 Concept of Green Marketing

Different authors provided different meaning of green marketing, however green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

Chaudhary, Tripathi, and Monga (2011) claim that the term "green marketing was first revealed in the late 1970s, and American Marketing Association (AMA) (2012) defined it as "ecological marketing". The Association (AMA) later present the definition into three phases: First as "the marketing of products that are presumed to be environmentally safe". Second as "the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality". Thirdly as "the efforts by organizations to

produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns".

The concept has been defined by many researchers such as Stanton and Futrell (1987), Mintu and Lozanda (1993) and Polonsky (1994), (cited in Ghosh, 2010). As "marketing activities which facilitate exchanges to satisfy consumer needs and wants by minimizing the impact of these activities on the physical environment". According to Chen and Chai (2010) green marketing is defined as the activities taken by firms concerned about environmental problems or green problems, by delivering the environmental sound goods or services to create customers' and society's satisfaction. Welford (2000), cited in Chen and Chai, (2010) defined green marketing as "the management process responsible for identifying, anticipating and satisfying the requirements of customers and society in a profitable and sustainable way". Green marketing has been developing because even if the human wants are unlimited the natural and artificial resources are limited (Kumar, 2011). Green marketing-mix elements and eco-friendly products are designed and developed as having less harmful effect on the environment (Chitra 2007).

In their attempt to define green marketing, researchers and practitioners have addressed several terms as they relate to this concept. Praskash (2002) refers to the term 'green marketing' as "the strategies to promote products by employing environmental claims either about their attributes or about the systems, policies and processes of the firms that manufacture or sell them". According to Posonsky (2007), " green or environmental marketing consist of all activities designed to generate and facilitate any exchange intended to satisfy human need or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment" . Other researchers have defined green marketing as " the

holistic management process responsible for identifying, anticipating and satisfying the requirement of customers and society, in a profitable and sustainable way" (Lung, 2010).

Green marketing consists of a wide range of business activities which intends to satisfy customers' needs and wants, as well as diminish the negative impacts on the natural environment (Tiwari, Tripathi, Srivastava, & Yadav, 2011). Green marketing also refers to an organization that puts its efforts into promoting, pricing, and distributing products with eco-concerns (Sarkar, 2012). Green marketing is also described as any promotional activity which highlights the environmental ethics as business fundamentals and it can perceive an advantage of switching consumer behaviour towards a brand (Peattie & Charter, 2003).

Therefore, green marketing is becoming one of the major trends in modern business. It is used to satisfy the needs and wants of consumers, protect and provide benefits to the environment and society in a more environmental friendly way. Green marketing is to market the products or services in a more sustainable way and it involves many activities such as changes to the production process, packaging changes and mortifying advertisement. However, for the purpose of this study green marketing is being defined as any marketing activity of product and services that are meant not only to satisfy the needs and wants of human but also to minimize the negative impacts from the usage of them to the natural environment

2.3 Concept of Consumers' Purchase Decision

The field of consumer behaviour covers a lot of different areas. Antonies and Raaij (1998) define consumer behaviour as "studies concerning attitudes, intentions and decision processes

in order to explain and predict behaviour". Ottman (1993) defines green consumer as "Those who actively seek and support those products that satisfy their needs and are having less impact on environment". Comprehending this point is of high significance, that consumers can affect the environment as the environment itself can influence consumers. Therefore, changes in the cost of pattern/model or the saving of consumers can affect the economy.

Consumers' purchase decision is an aspect of consumers behavioural process, where the consumer evaluate and ranks brands in the choice set and then make purchase decision. Normally, consumer buys the most preferred brand. Ng and Paladino (2009) defined consumers' behavioural decision as a measure of a person's relative strength of purpose to execute certain behaviour. Purchase decision is influenced by activities of others, unanticipated situational factors and anticipated situational factors, the consumer forms a purchase intention based on such factors (Kotler, 1973.). According to research studies, Purchase decision is a significant predictor of Purchase Behaviour, whereby purchase intention would positively affect consumer's decision in buying a product (Chan, 2001; & Beckford, Jacobs, Williams, 2010).

Purchase decision is defined in the marketing dictionary (2008) as the likelihood that a consumer will buy a particular product resulting from the interaction of his or her need for it, attitude towards it and perceptions of it and of the company which produces it. Other definitions describe it to be a series of choices made by a consumer prior to making a purchase that begins once the consumer has established a willingness to buy (Suki, 2013). Purchase decision is the outcome of the purchase decision process which is described to be a multi-step process that begins with problem recognition when the customer perceives that there is a need followed by

search for information seeking value that can fulfil the need and then evaluation of the alternative solutions present. This is followed by the actual buying of that solution and then the post-purchase evaluation. (Kotler P. & Armstrong, 2009).

Abdul Rashid (2009) defined green purchase decision as the probability and willingness of an individual to give preference to green product over conventional products in their purchase considerations. However, Ramayah, Lee and Mohamad (2010) referred to green purchase decision as a determination to act in a certain way. A study by Irawan and Darmayanti (2012) found that environmental concern, perceived seriousness of environmental problems, and perceived environmental responsibility were the major factors influencing consumers purchase decision.

Purchase decision can be understood readily as the likelihood that a consumer intends to purchase a product. Based on theories, purchase intention can be considered as the predictor of future purchase decisions (Chan & Lau, 2002; Bagozzi, 1983; Fishbein & Ajzen, 1975). For the purpose of this study consumers' purchasing decision is defined as a person's ability to evaluate alternative choices available to him while green purchase decision as a term refers to a person's attention to look for more environmentally friendly product.

2.4 Review of Previous Studies

Here literature review highlights and elucidates the green marketing in general and some key factors were selected to empirically explain how they influence consumers' attitudes towards the purchase of eco-friendly products.

2.4.1 Green Marketing and Consumers' Purchase Decision

According to research studies, Green Purchase decisions is a significant predictor of Green Purchase Behaviour (Chan, 2001; & Beckford *et al.,* 2010). Straughan and Roberts (1999) argued that a person with positive environmental behaviour has greater preference to increase the frequency of buying green products with greater frequency. This argument is supported by Cornelissen, Pandelaere, Warlop, and Dewitte (2008). Studies conducted by Ali, Khan, & Ahmed, (2011) concur with this finding but added that price and quality must also be competitive with non-green products in addition to instance convenience or durability (Diamantopoulos, Schlegelmilch Sinovicd & Bohllenc, 2003). Related studies also found positive relationship between environmental consciousness and attitude; decisions and environmental participation (Haron,Palm.& Yahaya., 2005: Fraj, & Martinez., 2006: Yam-Tang & Chan, 1998). However, Companies need to incorporate the marketing mix to their green strategy so as to enable them achieve their objectives.

The marketing mix includes product, price, promotion, and place (4Ps). The elements of marketing mix in green marketing are essential for marketers to use to achieve the firm's objectives. According to Young, Hwang, McDonald, and Oates (2010), there are 30% of consumers who stated that green products must be energy-efficient, aid in water conservation, be safe with regards to the environment during the process of manufacturing, use and disposal.

The hazardous content of a product may affect the consumers' purchase decision; hence the manufacturers tend to produce the products which are eco-friendly to satisfy the demand of green consumers. There are international firms that use green marketing to produced hybrid cars that purposely aim to balance the demand of the firm's revenues with the firm' responsibility to reduce the environmental impacts of pollution. For instance, Toyota produces Prius which offers several desirable benefits for consumers and the natural environment (Halbright & Dunn, 2010). Consumers who have strong environmental concerns, such as considering the environmental claims and safety to the environment, will likely result in ecologically conscious buying and use of environmental friendly products (Balderjahn, 1988). It could be said that Forever living product satisfy the demand of the consumers for an eco-friendly product. As a result, the consumers expressed great satisfaction towards the eco-friendly product; it builds up a positive judgment towards Forever products and the consumers are likely to trust the reliability of this products.

Green advertising is a promotional strategy which allows the marketers to use unique and creative ways to promote the product. The strong convincing message from the green advertisements causes the consumers to focus on the issues being explained to them, as well as influence consumers' purchase decision with regards to the firm's image (Zinkhan & Carlson, 1995). Sharma (2011) discovered that there are three criteria of green advertisement which are: the advertisement that begins with educational content that has concern for the environment, the advertisement states that the firms have changed the procedures of production in order to promote a green lifestyle and the advertisement that addresses a firm's image of environmental responsibility.). In this situation, the consumers form emotions when exposed to green advertisement which affects their attitude and perception towards the green advertisement and

beliefs about the firm image (Cox, 2008). In addition, the environmental claims from the advertisement will lead the consumers to behave in a positive ecological manner and it will influence their purchase decision of that product (Davis, 1993).

Mohamed, Shamsudin, and Teng (2011) carried out a research on' Demographic and Attitudinal Variables Associated with Consumers' decision to Purchase Green Produced Foods in Malaysia'. A survey was conducted in Peninsular Malaysia where 1,355 respondents were interviewed using structured questionnaires to gather important information on their perception and decision to purchase green food in Malaysia. Binary logistic model was used to obtain the coefficients applied to the calculations of the marginal effects and probabilities. The results indicated that educational level, income and other factors such as food safety and environmental friendliness significantly influence Malaysian consumers' green foods purchase decision.

Ahmad and Juhdi (2011) Examine Consumer's Perception and Purchase decision towards Organic Food Products: Exploring the Attitude among Malaysian Consumers. The study was carried out with a sample of 177 respondents. The data obtained from the study were analyzed with chi-square test, ANOVA, and correlation analysis. The result indicated that people are aware of what is happening to the surroundings with regards to the environment and ecology problems and most consumers perceived that organic food product is healthier. They portray a positive attitude towards organic food and exhibit willingness to pay at certain amount of price. However there are still fewer facts to show whether consumers' knowledge and awareness would influence their actual purchase decision towards organic food.

Lu (2014) studied the 'variable that influence the intention of green purchase.' The paper assesses the variables that influence consumers' behaviour on the purchase of green products. Specifically the objective of the study was to investigate empirically the factors that significantly contribute the most to the intention to buy green products. Structured questionnaires were administered in various strategic locations in the Klang Valley. Sample subjects were randomly and conveniently selected. The determinants of green purchase were classified into Social Influence, Environmental Attitude, Environmental Concern, Perceived Environmental Problem, Perceived Environmental Responsibility, Perceived Environmental Behaviour, Concern for Self-Image and Role of Government. The coefficient of determination r^2 shows that 48.7% of the variance of intention to green purchase is explained by the variance of Social Influence, Environmental Attitude, Environmental Concern, Perceived Environmental Problem, Perceived Environmental Responsibility, Perceived Environmental Behaviour, Concern for Self-Image and Role of Government. Studies on consumer purchase intention and those that explored the variable under study are disused below.

2.4.2 Consumers' Environmental Concern and Purchase Decision

Perceived Consumer environmental concern refers to the extent to which individuals believe that their actions make a difference in solving a problem (Chan 2013). Accordingly, Kim and Choi (2005) argued, that individuals with a strong belief that their environmentally conscious behavior will result in a positive outcome, are more likely to engage in such behaviours in support of their concerns for the environment. Mat Said, Ahmadun, Paim and Masud (2003) define environmental concern as a belief, stance and the degree of concern an individual holds towards the environment.

Consumers' environmental concern is identified as the judgment an individual has towards the protection and promotion of the environment. Conflicting results have been published with regards to the relationship that currently exists between attitude towards the environment and their purchase intention (Aman, Harun & Hussein 2012). There has been another empirical research which has concluded that the relationship is moderate at best (Davis, 1995). Green marketing depends on the consumer's attitude towards the environment. If there is no strong demand for such a shift in consumer environmental concern, businesses will not put in the extra effort to move towards introducing green products and services.

Study by Dietz and Stem (1994) on 'New tools for environmental protection' proved that 42% of the British consumers paid attention to environmental consequences in their purchase intention and 27% of them had the will to pay 25% more than the normal market price for environmentally friendly product.

According to Chan and Lau (2000) in their study 'Antecedents of green purchases: A survey in China, both ecological concern and knowledge are important predictors of consumers' green purchase decision. By using structural equation model, they demonstrated that a strong positive relationship exist between ecological concern and green purchase decision. However, Paco, Raposo and Filho (2009) in their study 'Identifying the green consumers: A segmentation study' showed a contradictory findings, which showed that although their samples had concern about the environment, but they did not turn their concerns into action and they rarely took part in environmental events. Their concerns were more related to economics factors rather than environmental factors.

Laskova (2007) investigate the "perceived consumer's effectiveness and environmental concerns". The study found that people with high environmental concern show more positive attitude towards the environment than people who think of themselves powerless to help the environment. This argument is further substantiated by the study of Kim and Choi (2005) on the study "Green purchase behaviour: An examination of collectivism, environmental concern and perceive consumer effectiveness (PCE)". The study revealed that environmental concerns have a direct and positive influence on the customer purchasing decision of green products. This suggested that customer with strong environmental concern may be interested in consumption of products which reflect that concern.

A study conducted by Andrés, Salinas and Vallejo (2009) on" Ecological consumer behaviour: an empirical analysis". Emphasized that many customers are more worried about environmental problems, and those organizations that do not take actions to confront the environmental issue by offering green products, will possibly lose credibility in the eyes of their customers, as social concerns and environmental regulations are most influential pressure factors on management commitment. Thus, managers tend to have a deeper involvement in environmental protection that receive more pressure and experience more strict regulations from customers about environmental expectations.

Mostafa (2009) carried out a research on "A hierarchical analysis of the green consciousness of Egyptian consumers". He highlighted the importance of environmental concern along with other variables for the prediction of consumer green purchase intention. He further added that

based on environmental concerns one can differentiate between green consumers and non-green consumers. To end with, while consumers' ecological concerns have become a determining factor to their purchase intention, it is useful from a marketplace viewpoint to examine how consumers' make well-versed choices about environment friendly products.

However, there are findings from studies in Malaysia context which show that environmental attitudes do not necessarily influence consumer purchase decision. Abdul Wahid and Abustan (2009) conducted a research on environmental concern: between consumers' awareness and willingness for attitude change using young consumers of Malaysia. Their study found that consumers are not willing to change their attitude to help in reducing pollution to the environment. However, the study suffers some deficiencies in terms of methodology, target population and sample for this study was narrow, therefore, their findings cannot be generalized.

Aman, Harun and Hussein (2012), carried out a research on the" influence of environmental knowledge and concern on green purchase intention: the role of attitude as mediating variable". According to their research inadequate information related to green purchase decision among consumers is the main impediment to both local and international markets in developing a sound business and marketing strategies of green products. The theory of reasoned action was used to gauge consumers green purchase intention. Data were collected through the use of questionnaire which was obtained from 384 Sabaha consumers and this was done by the way of convenience sampling approach. The findings of this study signify that environmental knowledge and environmental concern significantly influenced green purchase intention. More

important, attitude was found to have a partial effect on the relationship between environmental concern and green purchase decision.

However, the population for this study was limited to only one state hence; the results may not be used to generalize the Malaysian consumers as a whole. Realizing the fact that decision would reflect actual behaviour, thus this study should have collected data from different points to help generalize their findings.

Azizan and Suki (2013) carried out a research on "consumers' intention to purchase green product: Insight from Malaysia". A total of 430 samples were collected at several major cities in Malaysia by using self administered questionnaire, data were analysed using multiple regression analysis via statistical package for social science (SPSS) version 19.0. The findings revealed that environmental knowledge was the most important predictor towards consumers purchase intention followed by health consciousness and environmental attitude whereas environmental labelling was found insignificant. However, the study should have taken in to consideration other possible factors that influence consumers green purchase intention such as understanding the awareness and participation of individuals in green related actions.

Chan (2013) conducted a survey study with 137 questionnaires in Malaysia. On consumers' purchase decision of green product, using multiple regression analysis to analyze the data. According to the study, when environmental pollution and awareness of environmental protection increase, they affect consumer buying behaviour. Also participants were aware of the importance of recycling for protecting the environment and the prevention of environmental

pollution. However only 137 responses were used in the study it is therefore narrow in scope as such, these generalization cannot stand.

Delafrooz, Taleghani, and Nouri (2014) investigated the "Effect of green marketing on consumers purchase behaviour". The study utilized cluster sampling, the sample size was 384 people in Western and Northern cities of Iran. Data were collected through structured questionnaire and was analysed using spearman correlation test and multiple regression analysis which was used to examine the relationship between independent and dependent variables. Their findings assessed environmental concern as one of the effective variables on green consumer behaviour. Creating concern in relation to environmental issues is the role of 'knowledge' in green marketing. Knowledge and awareness about the environment are directly related to a person's intended purchasing.

2.4.3 Awareness of Green Price and Consumers Purchase Decision

In general, green products will be priced higher than the conventional non-green products due to the higher cost incurred in the processes, materials and to certain extent the cost involve in getting a certified eco-label on the products. Price is always thought as the determinant factor in making purchase decision. Consumers were willing to pay for premium price on products that carry certification whilst paying lesser for a green product that is self declared by the company (D'Souza, Taghian & Lamb, 2006).

In a study on Australian consumers, Suchard and Michael (1991) found that 61.5% of the respondents would pay more for environmental friendly products that cost 15% and 20% higher, while 22.2% were unsure if they would pay more for green products. There are literatures which suggest that strong environmental motivations may result in a greater willingness to pay a price premium of up to 10% (D'Souza, et'al 2006). A survey of Singapore consumers by Business Times (1991) showed that they were not willing to pay a higher price for green products if they were priced higher than non green products.

From a survey conducted by J. Walter Thompson, an advertising agency, 82% of the respondents said they would pay at least 5% more for a product that was environmentally friendly (D'Sauza, 2004). The study on intention to purchase organic vegetable conducted in Klang, Malaysia found that the price factor of the organic vegetable, to some extent affected the consumers' attitude towards the purchases (Rezai, Mohammed & Shamsudin, 2011). However, this study fails to consider other possible factors that influence consumers green purchase decision.

In a study carried out by Mida (2007) in Canada, on the 'Factors Contributing in the Formation of Consumers' Environmental Consciousness and Shaping Green Purchasing Decisions', the researcher found that half of the sample individuals said that they would be willing to pay 10% more for products that are environmentally friendly. This study's findings were similar with the study by Dunlap (1992) which showed that 65% of Americans, 59 % of Germans and 31% of Japanese consumers are willing to pay higher price for a product that proves to be environmentally sustainable.

However, in the study by Chyong, Hasan and Buncha (2006) cited by Tan and Lau (2010), it was found that price of the green product is not the main factor that stops the consumer from buying if they carry attitudes of pro environment. From focus group interviews of American Consumers Progressive, Grocer (1990) reported that consumers were either not willing to pay more for green products or were willing to do so only if they liked the product or if the product has equivalent quality to the non-green products, hence these findings are inconclusive and fail to provide the actual behaviour of consumers as regard to green product price.

Ling (2013) examined Consumers' purchase intention of green products: an investigation of the drivers and moderating variable. A total of 137 completed and usable set of questionnaires was obtained from white collars employees that are have knowledge about the availability of green personal care products and are working in Penang, Malaysia. Data were analyzed by employing multiple regression analysis in testing the relationship between independent variables (drivers) and dependent variables (purchase intention) and hierarchical regression analysis for moderating relationship between the drivers and purchase intention. It was found that willingness of consumers to pay more on green personal care products was moderating the relationship between environmental attitudes and purchase intention, the study therefore recommends that Promotion and discount on the products should be an important factor that companies use to induce the purchase intention among the price sensitive consumers.

D'Souza et.al (2006) in their research study titled "An empirical study on the influence of environmental labels on consumers", the data were collected on an Australian sample using a structured questionnaire administered on the phone. A total of 155 questionnaires were completed and used for analysis. The data were analyzed using both descriptive and correlation. There appear to be a proportion of consumers that find product labels hard to understand. The research found that there are consumers who will buy green product even if their price is higher in comparison to alternative products.

Catoiu, Vranceanu and Filip (2010) carried out an empirical research on "Setting fair prices-fundamental principle of sustainable marketing" confirmed that price fairness in business practices has a direct influence on perceived value and on buying decisions. In other words we can say that the more the consumers perceive that firms are involved in fairness on trade practices/transparency in business practices the more they will feel encouraged to be involved in green and socially responsible purchasing. This is because the consumers usually become discouraged to be involved in green and socially responsible purchasing if they are unable to make a pro-ethical choice.

2.4.3 Awareness of Green Product and Consumers' Purchase Decision

Schuhwerk and Lefkokk-Hagius (1995) in their study 'Green or non-green? Does type of appeal matter when advertising a green product?' suggested that the more involved the

consumers become with the environment, the more likely they would purchase environment friendly products. Derived from this suggestion, it can be anticipated that green consumers will be inclined to buy green products if they compete in price and quality.

Manaktola and Jauhari (2007) explored the factors which influence the consumer attitude and behaviour towards green practices in the lodging industry in India using structured questionnaire. The results show that consumers using hotel services are conscious about environmentally friendly practices in India. They patronize the hotels that have adapted green practices though not compromising on service quality. The consumers would prefer to use lodging that follows these practices but are not willing to pay extra for these services. Indian hotels have the competitive advantage over similar products if they follow green practices.

Suplico (2009) carried out a research on the impact of green marketing on the students' purchase decision using college student at a private university in the Philippines. Of the 216 students surveyed, 48.61% became aware of green marketing through television while 37.4% learned about it through magazines. The data was analyzed using the statistical test which shows that there was no correlation between gender, income, and major fields of study and extent of green marketing awareness. The study finds that respondents are willing to buy non-toxic, recyclable free from animal testing. However the study is limited to college students in a private university, further studies can include public and private universities in various provinces to draw more robust findings.

Young, Hwang, McDonald, and Oates, (2010), carried out a research on' Sustainable Consumption: Green Consumer Behaviour When Purchasing Products'. They studied green consumption behaviour in United Kingdom (UK). They conducted in-depth interview of self-declared green consumer in UK and concluded that the most common of green criteria when purchasing are: 1) product environmental performance in terms of its efficiency and durability, 2) product manufacturing (recycle material, chemical content, reparability, etc.) and 3) second-hand availability. Unfortunately, these criteria were limited to consumer consciousness about product price which is higher than non-green criteria product, and consumer habit toward their trusted brand.

Purohit, (2011) Carried out a research on "Do green lifestyle consumers appreciate low involvement green products?" A survey was made on 238 students of which 80% of them declare they "will buy eco-friendly products which are lower in quality in comparison to alternative products" and 74% of them declared concerning their consumer intention that they "would like to purchase those products which are inferior in quality but causing less environmental pollution". However this study showed that consumers are not ready to make a compromise concerning the quality of products that they purchase. However this study was only made on a sample composed of Indian students, so it does not represent all the population. Furthermore the study could have collected data from various samples to expand its scope.

Ali, Khan, Ahmed, and Shahzad, (2011), in their study titled "Determinants of Pakistani Consumers' Green Purchase Behaviour: Some Insights from a Developing Country", argued that customers are ready to buy environment friendly products more often, but as far as the products' price and quality are concerned, environment friendly products must perform

competitively just like the traditional products. Similarly, another study revealed that many consumers are unwilling to forgo essential product benefits during their purchase decision. So, green products must also perform competitively not only according to environmental aspects, but also based on other important product characteristics, for instance, price, quality, convenience and durability.

Teng and Weai (2014) conducted a research on consumers' awareness and purchase intention towards environmental friendly food products. They carried out a survey in Kuala Lumpur, Malaysia where 151 respondents were interviewed by structured questionnaires. Descriptive analysis and chi-square analysis were used to accomplish the objective of their study. The result indicated that most respondents' especially urban area consumers were highly aware about environmental friendly food products. In terms of consumers purchase intention there was a significant relationship between gender, age, marital status, race, income level and consumers purchase intention towards environmental friendly food products. The result also showed that consumers' awareness will statistically influence their purchase intention towards environmental friendly product.

2.3.4 Awareness of Brand Image and Consumers Purchase Decision

Meenaghan (1995) defines brand image as product knowledge that enables consumers to identify a specific brand. Blackwell, Miniard, and Engel (2005) describe how brand image has both tangible and intangible associations for consumers. Bhat and Reddy (1998) define brand image as information prompt. It is available for consumers to determine product quality and to trigger their purchase decision.

Gan,Wee, Ozanne, and Kao (2008) in their study 'Consumers' purchasing behaviour towards green products in New Zealand' found that consumers who are environmentally conscious are more likely to purchase green products. Traditional product attributes such as price, quality, and brand image are still the most important attributes that consumers consider when making green purchasing decision. Product brand image attributes play a very important role in product development since they affect consumer product choices and they help marketers to satisfy customers' needs, wants and demands.

Shan, Aziz, Jaffiri, Waris, Fatima, Ejaz and Sheraz (2011) carried out a research on the 'impact of brands on consumer purchase intentions'. The survey was conducted on a sample size of 150 respondents of the vicinity of satalite town Chaklala scheme III Rawanlpindi in Pakistan. The population was male smokers of the area. The data was analyzed using multiple regression analysis. The findings of this study show that purchase decision of customers is positively affirmative and powerful correlation was observed with core brand image However, the technique used to collect the data can be redesigned by taking random data to increase its application. Also the study can be undertaken on the basis of demographic difference.

Xie (2012) conducted a research on 'Factors Affecting Purchase Intention of Electric Cooking Appliance in Thailand'. A total of 400 questionnaires were issued to Bangkok and Chiang Mai consumers. The data was analyzed using ANOVA, T-test, factor analysis and multiple regression. The study found that brand image has a significant effect on attitude of the consumers towards their purchase intention.. However, the questionnaires used for the study

were administered only in Thailand, and were translated into Thai language, some words may not have been accurately translated

Suki (2013) conducted a research on 'Green awareness effect on consumers purchasing decision: insights from Malaysia'. A total of 200 completed responses were collected in the survey. Responses were randomly drawn from students in a public university in the Federal Territory of Labuan, Malaysia. The data was analysed using multiple regression analysis and this was done by the use of statistical package for social science (SPSS). The result found that consumers awareness of brand image significantly influenced their purchase decision. However, the sample was only restricted to a single university therefore the number of respondents may not portray the population.

Hemantha (2013) conducted a survey on 100 respondents of Bangalore city Green consumers. The target individual included respondents between the ages of 18- 65 years old who were aware of green products and who have purchased green products in the past. The data collected from the respondents were coded, tabulated and analyzed into logical statements using mean and percentage analysis. According to this study, consumers think of green products as those that minimize the impact on the environment and consider their brand image as the factor that enhance their purchasing behaviour. This study was a conceptual study, even though a review of empirical studies provided insight into the concept under study, it is not a substitute for actual field work.

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2.5 Theoretical Framework

In marketing literatures, amongst the popular theories used to study purchase behaviour are theory of Reasoned Action by Azjen and Fishbein (1980) and Theory of Planned Behaviour by Azjen and Fishbein (1991) and the theory of self efficacy by Bandura and Adam *(*1977). The Theory of Reasoned Action generally used to predict behavioral decision. Meanwhile, Theory of Planned Behaviour is used to explain and predict both the behavioural decision and actual behaviour, while self efficacy explain the extent to which a person belief in his ability.

2.5.1 Self Efficacy

Bandura and Adam *(*1977*)* has defined self-efficacy as a person's belief in his or her ability to perform a given task or behaviour and it will influence a person's choice of activities and behavioural setting, the degree of effort they have engaged and how long they will persist in facing obstacles and aversive experiences. Self efficacy is the extent or strength to which a person belief in his ability to complete tasks and accomplish goals. This can be looked in to as the person's ability to resist and his ability to succeed with a task, self –efficacy affects every area of human endeavour it determine the beliefs a person holds regarding his or her power to affect situations. It strongly influences both the power a person actually has to face challenges competently and the choices a person is more likely to make.

Self efficacy influence thought patterns, actions, and emotional arousal. In previous test outcomes, the higher the level of induced self-efficacy, the higher the behaviour accomplishments and the lower the emotional arousal was observed (Bandura, 1982).

Therefore, the level of the self-efficacy in a person has become an important factor in predicting the engagement of a person to behaviour.

2.5.2 Theory of Reasoned Action

According to the Theory of Reasoned Action, the most important determinant of a person's

Behaviour is behaviour intent. Gotschi et. al (2010) believed that behaviour is a causal result from behavioural decision, and behavioural decision is a causal result from two causal variables: (1) attitudes and (2) subjective norms and both variables are determined by beliefs. Abdul Wahid et. al (2011) stressed that in order to apply the Theory of Reasoned Action in any study, two assumptions must be met and they are: (1) human being are rational and make systematic use of information available to them; and (2) human intention to perform or not perform behaviour is the immediate antecedent of the actions that under volitional control.

2.5.3 Theory of Planned Behaviour

The Theory of Planned Behaviour by Ajzen and Fishbein (1980) is adapted as the theoretical framework, to predict the behavioural decision of consumer. This theory traces the attitudes, subjective norms and perceived behavioural control as the underlying foundation in predicting behavior (Ajzen & Fishbein, 1980).

Awareness and concern about environmental issues do not necessarily be reflected in purchase behaviours (Dunlap et. al, 2000: Kaplan, 2000). Most researchers studied the gap between

consumers' reported attitudes and their actual purchase decision. Their studies often used Ajzen's 'Theory of Planned Behavior' (Kalafatis, Pollard, East, & Tsogas, 1999) which described that intentions towards an act are determined by attitudes, perceived control and subjective norms. Decision, in turn, may lead to actual behaviour (Ali et. al, 2011). Researchers have examined values, beliefs, motivation and attitudes in order to understand the inconsistencies in findings in consumers' environmental behaviour (Chan & Lau, 2002; Dunlap and Mertig, 1995; D'Souza, Taghian, Khosia, 2002). There are many factors that would influence or have an impact on whether environmentally conscious attitude leads to the actual behaviour of purchasing green products. As identified by Ali et. al., (2011) these factors are green purchase attitude, environmental knowledge (Mostafa 2006), perceived product price and quality (D'Souza et al., 2007), company's environmental reputation (Schwepker & Cornwell, 1991), environmental concerns (Hemantha, 2013) and credibility of environmental advertising (Thogersen, 2000).

Gotschi, Vogel, Lindenthal and Larcher (2010) stated that a lot of researches have shown that

consumers developed specific attitudes towards green products. This has made the Theory of planned behaviour the best to explain green consumer behavior. This is supported by Ng and Paladino (2009) signifying that Theory of planned behaviour is a reliable theory especially when examining the motivating factors behind the green purchase behaviour.

Peripheral persuasion extracted from elaboration likelihood model by Petty & Cacciopo (1985) is added in the framework as part of the study that is believed to predict the behavior of

an individual. The ELM of persuasion is a dual process theory that describes how attitudes are formed and changed; the elaboration likelihood model states that a person's likelihood to elaborate is determined by two things, a person's motivation and their ability to elaborate. The model defines two routes for processing: The central route and the peripheral route.

2.5.3.1 The central Route

The central route is used when the person on the receiving end cares about the issue at hand and is able to understand it without allowing any distraction by any other superficial information. The central path is more likely to leave a long lasting persuasive effect on the receiver if the subject at hand is sympathetic towards them. However, if the receiver of this message is unfavourably inclined towards the subject, then a boomerang effect (an opposite effect) is likely to occur. The central route emphasizes high relevance of the message to the individual. The greater the relevance and the more interest that the individual shows in the subject of the message, usually a product, the higher the chances that they will think or elaborate on the message (Petty & Cacciopo,1985).

2.5.3.2 The Peripheral Route

The peripheral path is used when the receiver has little or absolutely no interest/information about the subject. The message here conveys that the word peripheral hints to something towards which the chosen audience may already have a positive attitude. These hints can be targeted towards something as simple as pleasurable leisure activities to something as complex as presenting the issue after several other positions the receiver is negatively inclined towards. The individual maintains their initial attitude towards the matter even if the peripheral signals

are not accepted, but if they are accepted the person will temporarily change their attitude towards it. This attitude switch may lead to a permanent opinion change, although this is less likely to happen than a decision made using the central route (Petty & Cacciopo, 1985).

The peripheral persuasion route is added to this study, these predictors (subjective norms, perceived behavioural control and attitudes) are considered as the drivers motivating the consumer in making the purchase decision. The understanding of the intention, attitudes towards the behaviour, subjective norms, perceived behavioural control and peripheral persuasion can help to uncover the different aspects of the behaviour or understand better the behaviour, which will then help the marketers in designing the marketing program to be able to convince the consumers to make the purchases of the products.

2.6 Summary

The variables under study were analysed looking at their conceptual definitions and how they are related, also previous studies were reviewed as well as the various theories which are in line with the variables under study. It has been shown in line with previous studies the theory that will be adopted for this research.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This study examines green marketing awareness and consumers purchase decision, using forever living product customers in Zaria metropolis. This section explains the methodology

adopted for this research. It discusses the research design, population of the study, sample size, sampling technique, methods of data analyses and concludes by justifying the methodology.

3.2 Research Design

The study adopt the survey research, this is because survey research studies both large and small population and it also allows the collection of large amount of data from a sizeable population in a highly economical way (Saunders, Lewis, & Thornhill, 2007). The data that are collected using survey research can be used to suggest possible reasons for particular relationship between variables and produce a model for these relationships.

3.3 Population of the Study

The population for this study will comprise of all forever living product customers/ users in Zaria metropolis. The customer base as at 15/1/2015 stood approximately at 2000 (figure derived from Forever Living Product agent) For the purpose of this study data will be collected through forever living product agents in Zaria.

3.4 Sampling Technique and Sample Size

When the population of a study is very large, sampling is usually employed to ease the work of the research but the sampling should be made in such a way that it will be a representative of the population.

The purpose of sampling is to maintain integrity of the research, whilst considering time frames and cost constraints. The correct use of sampling technique can mean that the validity of the research leads to higher overall accuracy (Saunders *et al* 2007).

The sample size for this study is obtained using the Cochran (1963, 75) formula for proportion as follows:

$$n_0 = \frac{z^2pq}{e^2}$$

Where n_0= Initial estimate of the sample size

z= the abscissa of the normal curve that cuts off an area at the tails.

p= the estimated proportion of an attribute that is present in the population i.e the maximum variability in a population usually assumed to be 0.5

q= 1-p

e= the desired level of precision or sampling error

In order to establish that the sample is representative of the population, a critical parameter at an acceptable degree of freedom is set at 95%, which refers to a 0.05 level of significance (Kumar, 2005). This is to say that there is only a 5% chance of committing error. In view of this, the sample size for this research is determined at 95% level of confidence using a two-

tailed test. The sample size with of a large population of approximately 2000 using Cochran (1967) is 333 (Isreal, 2013)

Z= 1.825

Z= 1.825 (from the normal distribution table)

P= 0.5

q=1-0.05 =0.5

e=5% =0.05

$$n_0 = \frac{(1.825)^2\ 0.5\ 0.5}{(0.05)^2}$$

$$= \frac{3.330625 * 0.25}{0.0025}$$

$$= \frac{0.83265625}{0.0025}$$

n_0= 333.0625

$n_{0=}$ 333.

3.5 Sources and Method of Data Collection

The primary source of data collection is use for this study a structured questions in the form of questionnaire was issue to customers/users of forever living product customers in Zaria. The questionnaires comprises of four segments. Segment A consist demographics of the respondents. Section B relates to experience of the respondent on green marketing while Section C seeks respondents' perception on environmental concerns, awareness of green product, price and brand image. Section D discusses consumer purchase decision towards green products.

3.6 Technique for Data Analysis

In analyzing the data for this study, the multiple regression analysis technique will be used; this technique is use so as to enable the researcher to understand which independent variable has an effect and which has the most important effect on the dependent variable (purchase intention). Responses under Section C and D in 3.5 above is measured on a five-point Likert scale (1 = strongly disagree to 5 =strongly agree). The total sum per respondent for each hypothesis will be taken into excels. This will be analysed using SPSS version 16.0 The questions to be administered were obtained from prior research studies by Chen and Chai (2010) and Lee (2008) and Suki (2013). Our regression equation model formulated for the study is as follows:

$CPI = F(GM)$……..*(1)*

Thus, by expansion $CPI = F(GM)$ becomes

$CPI = F(EC, GP, P, BI)$……*(2)*

Transforming 2 above into linear relation, we have;

$CPI = \beta 0 + \beta_1 EC + \beta_2 GP + \beta_3 P + \beta_4 BI + eit \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots$ *(3)*

Where:

CPI = is customer purchasing intention

CEC = consumers environmental concern

GP = green product

P= price

BI= brand awareness

$\beta 0$ = constant

β_1 to β_4 = regression coefficients to be estimated

eit = error term

Along with Suki (2013), Chan (2013), Ling (2013), and Delafrooz et'al (2014) this technique permits us to see which of the independent variable has much influence on the dependent variable.

3.8 Summary

The relevant research design to be used for this study has been reviewed, it has been shown that in line with previous studies the research design to be adopted is survey research design

using data from primary sources by issuing a structured questionnaire which will be measured on a five-point likert scale.

It is also stated that data will be collected from customers/users of forever living product in Zaria and this constitute the population for this study, however multiple regression analysis technique via statistical package for social science (SPSS) will be used to analyse the data.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter contains the presentation, analysis and interpretation of data. It explains the descriptive statistics, correlation analysis, discussion of the major findings, implication of the findings and conclude with a summary of the chapter.

4.2 Descriptive Statistics

4.2.1 Table-1: the demographic profile of respondents.

	Frequency	Percentage
Gender		
Male	175	87.5

Female	25	12.5
Age		
17-21 year old	2	1.0
22-26 years old	12	6.0
27-31 years old	142	71.0
>32 years	44	22.0
Marital status		
Single	35	17.5
Married	165	82.5

Researchers Compilation

Table 1 presents the descriptive investigation on demographic profile of respondents. Majority of the respondents were male (87.5%) with female constituting 12.5 percent. It appeared that respondents were mostly in the age category of 27-31 years old, with regards to marital status, 82.5 percent of the respondents were married.

4.2.2 correlation Analysis

	CEC	AGP	AP	ABI	CPD

CEC	1				
AGP	197**	1			
AP	159**	-0.004	1		
ABI	0.027	0.198**	168**	1	
CPD	0.049	-0.067	0.226**	116*	1

*. Correlation is significant at the 0.05 level (1-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

the inter-relationship between the five variables was examined using Pearson correlation analysis. The average score of the multi-items for a construct was computed and the score was used in correlation analysis. Lind et'al. (2010) stated that the correlation is strong when the value is r = 0.50 to 1.0 or r = -0.50 to -1.0. Results in table 2 revealed that all variables were correlated together at 0.01 level and 0.05 level using the correlation test and the value ranges r = -0.065 to r = 0.054. Given that all our correlation figures are lower than 0.5 (highest correlation = 0.226). Hence, this suggests absence of multi-collinearity

4.2.3Table-3: Regression Result

	Mean	Std. Deviation	Skewness	Kurtosis

Consumer's Environmental Concerns	13.6912	2.33517	-0.161	-0.809
Awareness of Green Product	19.4412	2.09214	-0.158	-0.531
Awareness of Green price	12.2471	1.34499	-0.751	0.196
Awareness of Brand Image	12.4382	1.08856	0.855	6.457
Consumer's Purchase Decision	12.9912	2.91925	9.608	139.970

Table-3: portrays the mean, standard deviation, skewness, and kurtosis of each variable. The skewness of all items ranges from -0.751 to 9.608 Similarly, for kurtosis it ranges from -0.531 to 139.970 Both skewness and kurtosis ranges from negative value to positive value signifying that the scores approximate a "normal distribution"

4.3 Hypotheses Testing

4.3.1: Relationship between green marketing awareness and consumer's purchase decision

	Unstandardized Coefficient		standardized coefficient		
Variables	B	Std. Error	Beta	t	sig
Consumers Environmental concerns	0.041	0.068	0.032	0.594	0.553
Awareness of Green product	-0.0128	0.077	-0.092	-1.667	0.096
Awareness of Green price	0.442	0118	0.204	3.749	0.000
Awareness of Brand Image	0.265	0.147	0.099	1.805	0.072

SPSS Output

The estimated regression equation for the model is formulated as follows

$$Y = 6.213 + 0.041X_1 - 0.067X2 + 0.226X_3 + 0.116X_4 + \mu$$

Where:

Y= Consumers' purchasing decision

$X_{1=}$ Consumers' environmental concern

$X_{2=}$ Awareness of green product

$X_{3=}$ Awareness of green price

$X_{4=}$ Awareness of brand image

4.4 Discussion of major Findings

This study investigated the factors that influence the purchase intention of forever living product customers in Zaria. Multiple regression analysis was performed to identify the relationship between independent variables (consumer's environmental concern, awareness of green product, price and brand image) and dependent variable (purchase decision). Four hypotheses were tested and results were enumerated in table 4. The f-statistics produced (f = 5.853) was significant at 0.05 level, thus confirming the fitness of the model. The adjusted r^2 was 0.054, connoting that the four independent variables can significantly account for 5.4% variance in consumer purchase decision.

The results in table 4 corroborated that consumer's environmental concerns insignificantly influence their purchase decision with t-value of 0.594 with standardized coefficient beta value of *0.032* with *p>0.05.* Thus we fail to reject $H0_1$ because it is not supported, signifying that consumers environmental concern do not influence their purchase of green products as to keep the environment safe. This study is in contrary with the findings of Gan et al. (2008). Their study found that consumers concern about the environment influence their purchase decisions.

The results of multiple regression analysis for $H0_2$ as presented in table 4 indicate that consumers awareness of green product negatively influence their purchase decision significantly affect their purchase of green products (B_2*= -0.092; t-value= -1.667; p<0.05*).this indicate that the quality of the product is not the determinant of consuming a green product, hence, the significant relation between consumers' awareness of green product and the effect on their purchasing of green product has been visible. This result is consistent with Dunlap & Scarce (1991), Lung (2010), Loureiro & Lotade (2005) and Suki (2013). Who stated that consumers have shown their willingness to pay higher premium for eco-labeled green products.

Next, $H0_3$ substantiated that consumers' awareness of green price significantly influence their purchase decision. (B_3*= 0.204; t-value = 3.749; p < 0.05*). Hence, we reject the null hypothesis which said there is no significant influence between awareness of green price and consumers purchasing decision. This study confirms the findings of D'Souza et al. (2006) and is in contrary with the findings of Suki (2013) which found that respondents' awareness of green price has no effects in their purchase of green product though they have knowledge of the product.

Results for $H0_4$ show that consumers' awareness of brand image is significantly related to their purchasing decision of green product and disclosed a significant result (B_4 *=0.099; t-value=1.805; p< 0.05).* Hence we reject the null hypothesis; implying that brand image with green marketing elements could influence consumers' green purchase decision. the result of the estimated coefficients indicated that consumers' awareness of brand image is the strongest factor, compared to the other three independent variables. consumers use product brands with green image as the primary source of information in identifying green products. green brands could evoke their positive emotions towards influencing a green purchase decision.

4.5 Implication of the Findings

The implication of the findings of this study can be look at from the policy implication and the methodological implication.

Green related steps, policies and campaigns should be taken in consideration by government in the context of consumers' purchase decision . For example, government may announce import export duty exemption for importers and exporters, tax exemptions and subsidies to green businesses. The announcement might encourage businesses to produce products and services by keeping in view environmental considerations, besides these efforts would be able to encourage and stimulate the consumers' decision to purchase green products and services. Also government should provide agency or body such as NAFDAC, SON, to monitor green companies and product, by issuing identification code and logo for easy understanding and reference.

This study along with other researches use multiple regression to analyse data. this technique, make it possible to see which of the independent variable influence the dependent variable more.

4.6 Summary

This chapter dealt with the presentation and analysis of the data obtain from the field, it began with demographic of the respondent, correlation analysis between the independent and dependent variable were discussed. this was followed by the analysis of the regression result of which the findings of the study were determine, the chapter also discuss the implication of the findings.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This research study the influence of green marketing on consumers' purchase decision of Forever Living Product customers, in Zaria. Green marketing is a strategy that addresses the concern of promoting and preserving the natural environment, which can benefit the firm, consumers and environment. While consumers purchase decision is a person's ability to evaluate alternative choices available to him. It was noted that previous researches on green marketing and consumers purchase decision concentrated on one or two individual variables, they do not make link with what the company use in influencing consumers' purchase decision besides conflicting results in their findings. The attempt by this study was on the premise of filling the gap.

This study concentrated on the customers of Forever Living Product in Zaria metropolis. A multiple regression technique using SPSS was developed for empirically explaining the dependent variable (consumers' purchase decision) and the independent variable (consumers environmental concern, awareness of green product, price and brand image). The theory of planned behaviour by Azjen and Fishben was used as the underpinning theory for the study.

The findings of the study revealed that awareness of green brand image was the most important predictor to consumers green purchase decision. This findings show that consumers' purchase decision is influence when encounter with a company that is recognise as producing environmentally friendly products. Green price also play an important role in influencing consumers purchase decision.

The result also reveal insignificant relationship of environmental concern towards consumers purchase decision, this insignificant relationship shows that understanding of the basic issues relating to environmental problems were not crucial in putting a significant effect in consumers purchase decision. Awareness of green product having a negative significant on consumers purchase decision is a sign that despite the usefulness of green product, consumers still find it difficult to buy which may be as a result of the premium charges on them.

5.2 Conclusion

Based on the findings of this study, it concludes as follows:

i. Consumers' environmental concern has insignificant relationship on their purchase decision.
ii. Awareness of green product has negative significant relationship on consumers' purchase decision.
iii. Awareness of green product has a positive significant relationship on consumers' purchase decision.
iv. Brand image has a positive significant relationship on consumers purchase decision.

5.3 Recommendation

In line with the findings of the study, the following recommendations are made:

i. The insignificant positive effect of consumers environmental concern on purchase decision suggest that consumers should be engaged in environmental responsibilities especially in recycling activities, perspective towards the importance of environment

reduce the consumption of harmful product, reuse and recycle as a positive manner as well as affecting their personal thought regarding the environment.

ii. The negative significant relationship of awareness of green products on purchase decision suggest that companies should try to make available environmental friendly products at a very affordable price, and increase their production. This study also imply that, there is need to improve the level of awareness on eco-friendly products among Nigerians consumers, as the higher level of eco-product awareness, the better perception on the product reliability hence, create a positive intention towards consuming greener products. Additionally, companies and organizations that produce green products need to conduct a proper research and use expert in order to reduce the costs of producing green products and then reduce their prices.

iii. Similarly, the positive significant relationship between green price and consumers purchase decision suggest that companies should offer a green price for their products so as to increase the purchase of such products.

iv. The positive significant relationship between green brand image and consumers purchase decision suggest that, emphasis should be made on providing clear information about green product as well as green brand image so as to increase familiarization by consumers. Also there should be a regulatory body to manage the activities of green marketing in Nigeria, by providing a certificate as well as a logo for any green company.

5.4 Limitation of the Study

The limitation of this study includes the following

i. The study only concentrate on the customers of Forever Living Product, in Zaria. The result documented may not be applicable to other set of consumers.

ii. In this study only consumers' purchase decision are measured and explain, for this reason, measuring of actual purchase behavior might lead to a different result.

iii. This research study only four variables that influence consumers' purchase decision, there are yet many purchase considerations for consumers to decide whether to buy or not.

5.5 Areas for Further Research

Considering the fact that the findings and generalization of this study is limited by some factors, future researches are suggested in the following areas:-

i. The study concentrated on only the customers of Forever Living Product in Zaria, further researches should expand the scope by studying the entire Zaria population.

ii. This research study only four variables that influence consumers purchase decision, other variable such as health consciousness, consumers age and income can be consider for further research.

iii. The research only study an aspect of consumer behavior, further researches can consider consumers purchase behavior

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