

## Green Marketing Practices and Business Wellness of Food and Beverages Firms in Nigeria

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**Abstract:** *This study examined the relationship between green marketing practices and business wellness, in the Nigerian food and beverages firms. Green marketing is considered to be an effective method for the promotion of products, services, and business ideas, as it is deeply linked with the preservation of the natural environment. The target population for this study was twelve (12) food and beverages firms domiciled in Rivers State, with 60 respondents drawn from the management of the sampled firms. A self-administered structured questionnaire was used to collect primary data and the data obtained were accordingly analyzed using Spearman Rank Order Correlation Coefficient Statistical Tool to test the hypotheses with the aid of Special Packages for Social Sciences (SPSS) version 20.0. The result revealed that there is significant and positive relationship between green marketing practices and business wellness of Nigerian food and beverages firms; while innovativeness moderates the impact on green marketing practices and business wellness. Based on the findings of this study, the paper concludes that a positive and significant relationship exists between green marketing practices and business wellness. It therefore, recommends that Nigerian food and beverages firms should adopt green marketing practices since it is expected to create new products or even improve their current product, improve the relationships with its customers and enhance firm's competitive advantage.*

**Keywords:** *green marketing, business wellness and innovativeness.*

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### INTRODUCTION

In the contemporary environment, green marketing has become increasingly significant globally. Green marketing is considered to be an effective method for the promotion of products, services, and business ideas, as it is deeply linked with the preservation of the natural environment (Hasan & Ali, 2015). There is a growing interest in green marketing (Cronin, Smith, Gleim, Ramirez, & Martinez, 2011) and many companies are adopting green marketing for some reasons, such as

preserving the depletion of natural resources (Teo & Yazdanifard, 2014) or responding to competitors (Saha & Darnton, 2005). They recognize importance of being green and realize the appeal of green strategy (Cronin *et al.*, 2011). For some, being green does not only improve corporate image but also fulfill customers' demand (Jone, 2014). Thus, green marketing can be a reason for winning the market and getting benefits from it.

The terms green marketing and environmental marketing, ecological marketing, or sustainable marketing are often interchangeably used (Hasan & Ali, 2015; Masocha, 2018). Green or environmental marketing is deemed to constitute all undertakings intended to produce and enable exchanges aimed at the satisfaction of human needs and wants with a minimal detrimental impact to the environment (Joshia & Rahman, 2015). Dutta, (2009) opined that Green Marketing involves developing good quality products which can meet consumer needs and wants by focusing on the quality, performance, pricing and convenience in an environment-friendly way. According to (Uydaci, 2010) green marketing serves two purposes that is develop goods that can appeal to the consumer, reasonably affordable prices and environment-friendly products causing minimal damage. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising.

Firms are perceived to play an important role in the implementation of sustainable options. These requires a comprehensive means to reduce pollution through identification and eliminating the sources of pollution at every stage of the product life cycle that include raw material extraction, transportation, manufacturing, product use, and disposal (Matos & Hall, 2007). In order to take up environmental responsibility, organizations are increasingly being urged to go "green" on products so as to reduce harmful effects on the environment (Chung & Wee, 2010). This study therefore, aims to explore the relationship between green marketing practices and business wellness within the domain of food and beverages sector in Nigeria. This study also proposes a new integrated model for promoting competitiveness in the food and beverages manufacturing firms in Nigeria.

## **LITERATURE REVIEW**

The theory adopted for this study is Institutional Theory and Natural Resource Based View (NRBV) Theory.

### **Institutional Theory**

This institutional theory is a theoretical framework used to analyze social phenomena. According to Dillard, Rigsby & Goodman (2004), the main focus of the theory is on the interaction of an organization with its economic and political institutional environment. The theory also focuses on how institutional pressures influence the organization, and how these expectations are incorporated into the practices and characteristics of an organization. Institutional theory takes into consideration the procedures by which cultural, regulative and normative reasoning structures are recognized as the standard for social behavior (Scott, 2008), where consideration for social and environmental implications of an organizations activities is a part. Institutional theory generally states that a firm's behavior is governed by its institutional environment. This institutional environment is made up of the organizations activities, its social context and its web of social relationships (Doshi & Khokle, 2012)

### **Natural Resource Based View (NRBV) Theory**

Natural resource-based view (NRBV) theory is known to be the theoretical foundation of green marketing (Kumar, 2015). The NRBV emerged from an earlier theoretical contribution of the resource-based view (RBV) (Hart, 1995). Generally, researchers have relied on the NRBV to connect environmental strategy to firm performance, using environmental performance measures as a proxy for environmental strategy (King & Lenox, 2002)

According to Hart, (1995), the NRBV is described as a theory of competitive advantage which centers on a firm's relationship to the natural environment. Given the ever increasing, multi-dimensional magnitude of ecological problems, The NRBV serves as an answer to how businesses could integrate the natural environment to its processes leading to a firm's sustained competitive advantage.

### **Conceptualization of Green Marketing Practices and Business Wellness**

Both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. The prerequisite for going green enables the companies to contribute towards sustainable development. Going green can be used as the marketing strategy to tap into market and expand the consumer base (Center for Green Industries and Sustainable Business Growth of Duquesne University, 2014). Green marketing focuses on marketing activities while protecting the environment (Teo & Yazdanifard, 2014). It is the answer for the misplacement of marketing concepts that predominantly aimed to satisfy customers' needs only and disregard the interests of the community and the environment in the long run (McDaniel & Rylander, 1993).

### **Green Marketing Practices**

Green marketing is an evolving marketing strategy that includes numerous tasks like fair-trade practices, changes in products, production and packaging that is eco-friendly (Mishra & Sharma, 2012). Marketers have understood the need for and worth of green marketing due to public concerns over the ecological decline in the past years (Kinoti, 2011). Traditionally, marketing entails selling products and services that satisfy consumer needs at a profit but green marketing involves much more than selling products and services, as it entails defining 'what is green' and developing and selling products that provides extra consumers' value. Organizations have realized that there is need for having a healthy environment and lifestyle to create and maintain balance and control the natural situation.

Attention was drawn to the subject in the late 1970's when the American Marketing Association organized the first ever workshop on Ecological marketing in 1975 which resulted in the first book on the subject entitled Ecological Marketing by Henion and Kinnear in 1976. Green marketing was given prominence in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975.

According to Polonsky (1994), the nature of green marketing makes its definition a little bit complex because the term has been associated with different terminologies: ecological marketing (Fisk, 1974; Henion & Kinnear, 1976) environmental marketing (Coddington, 1993; Peattie, 1995), sustainable marketing (Dam & Apeldoorn, 1996; Fuller, 1999, 2000), greener green marketing (Ottman, 1993; Ginsberg & Bloom, 2004; Hartmann, Ibanez, & Sainz, 2005; Peattie, 1999, 2001; Chen, 2010; Chen & Chang, 2012; Leonidou, Katsikeas & Morgan, 2013).

Hence, the evolution of green marketing can be explained in three phases. The first phase was called ecological marketing which occurred from 1970s to late 1980s followed by second phase called environmental marketing up to early 1990s. The third phase was referred as sustainable

marketing and was prominent from late 1990s (Mishra, 2014). Chamorro, Rubio and Miranda (2009) also confirm that these terms are related in a way; even though they have different conceptual meanings, they represent the same ideology or concept of green marketing and therefore are used interchangeably.

Green marketing is considered as a tool for monitoring, seeking and fulfilling consumer needs and desires in the context of environmental responsibility (Akehurst *et al.*, 2012). Green marketing encompasses all marketing activities, such as research and development, product design, packaging and advertising that are necessary to develop and sustain consumers' eco-friendly attitudes and behaviours, in a way that sustains the natural environment (Selvakumar & Pandi 2011; Sarumathi 2014). According to Polonsky (2011, p. 1311), "the ultimate objective of green marketing is to promote integrated exchange processes that strike a balance between business, society and the natural environment".

Green Marketing practices entail a serial of organization functions, including environmentally friendly products and logistics, sustainable promotion and pricing and green consumption (Zhanglan, 2016). In addition, green marketing practices include eco-labeling, product returns programs, reverse logistics, pollution control, sponsorship of environmental ventures, environmental management systems, reduction of raw materials used in product design, and adherence to green procurement policies (Oburu, 2010).

### **Business Wellness**

It is imperative to have an understanding of the meaning of business wellness. Business wellness is an important component in investigating organizational phenomena (Ho, Ahmad & Ramayah 2016). The concepts importance as an attribute in business is chiefly enshrined in determining the success or failure of strategies implemented by businesses (Amegbe & Hanu, 2016).

Fotopoulos, Kafetzopoulos & Psomas, (2011) suggest that organizations may improve their wellness on environment and achieve business efficiency upon implementing the ISO 14001 EMS. This can be achieved through; enhanced productivity, cost minimization, waste reduction, reputable corporate image, increased customer satisfaction, increased market share, enhanced goodwill, and high profitability. Rajendra, (2008) suggests of eight or so variables to which company's wellness is measured. They comprise; profitability, exports growth, customer satisfaction, quality cost reduction, employee morale, productivity, environmental and financial performance.

As indicated by Matsuno & Mentzer (2000, p. 8), "Business wellness should be viewed not only as economic performance (concrete absolute figures representing organizational performance) but also as non-economic performance" (customer satisfaction, customer retention, social acceptance, corporate image, and employee satisfaction). Furthermore, O'Regan, Sims & Galleary (2008) point out that Business wellness, also regarded as business performance can also be analyzed by a business' ability to produce results in relation to set targets. Wongrassamee, Gardiner & Simmons (2003, p. 17) show that "Business wellness refers to how well the business satisfies the needs of employees, customers and other stakeholders, as well as its ability to achieve its planned business goals".

### **Innovativeness**

Innovation is an ideal, product or technology that has been developed and marketed to customers who perceive it as novel or new. It is a process of identifying, creating and delivery new-product service values that may not have existed before in the market place (Kotler & Armstrong, 2007).

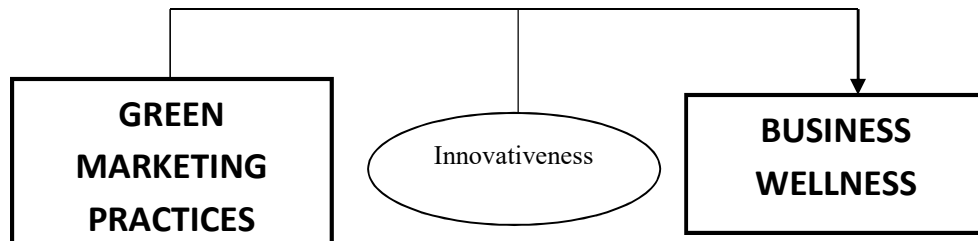
Rogers (2003) asserts that innovativeness is the degree to which an individual or other unit of adoption is relatively new ideas than any other member of the system. When innovation is adopted, innovativeness comes to be the base on time of adoption. In this case, innovation becomes an antecedent to innovativeness.

Knowles *et al.* (2008) postulated that innovation is the introduction of new products, processes, or business systems, while innovativeness is the propensity of firms to create and/or adopt new products, manufacturing processes, and business systems. Innovativeness has been linked to sustainable operations and reduced costs within supply chain (Azadegan & Dooley, 2010). The conventional meaning of the term innovation largely refers to new product-related break through. Innovation is the creation and/or adoption of new ideas, processes, products, or services that are intended to increase value to the customer and contribute to the performance or effectiveness of the firm (Hansen *et al.*, 2006).

The literature generally refers to new products, processes, or business systems as general categories of innovation and/or innovativeness (North & Smallbone, 2000; Boer & During, 2001; Hovgaard & Hansen, 2004; Aaron, Clay & Eric 2009). According to Engin & Omur (2012), innovation is a concept with an important bearing on economic performance. However, it is discussed through three basic approaches at the organizational level. In the first approach, innovation is the determinant of economic performance, whereas in the second approach economic performance is deemed to be a determinant for innovation activities. The third approach, on the other hand, discussed a bidirectional dynamic relation between innovation and economic performance (Engin & Omur 2012 as in Cainelli *et al.*, 2006).

### **Conceptual Framework**

This study conceptual framework consists of Green Marketing Practices (predictor variable), while the criterion variable is Business Wellness as illustrated in figure 1 below:



**Figure 1:** Conceptual Framework on Green Marketing Practices and Business Wellness.

**Source:** Research Desk, 2021.

### **RESEARCH METHODOLOGY**

This study adopted a cross-sectional survey and correlation investigation to establish relationship between green marketing practices and business wellness in the food and beverages industry in a non-contrived setting. The target population for this study was twelve (12) food and beverages firms domiciled in Rivers State, and a sample of Sixty (60) respondents were drawn from the management cadre of the firms under our study. A structured questionnaire was used to collect primary data; and the questionnaire was designed in Likert scale five-point form, ranging from Strongly Disagree (SD) to Strongly Agree (SA). The testing of hypotheses was done using



Spearman Rank Order Correlation Coefficient Statistical Tool and Least Squares Regression Tool, via the SPSS version 20.0.

Ho<sub>1</sub>: Green marketing practices has no significant relationship with business wellness.

**Table 1: Correlation Analysis showing the Magnitude and Direction of Relationship between Green Marketing Practices and Business Wellness**

Type	Variables1	Statistics	Green Marketing Practices	Business Wellness
Spearman's rho	Green Marketing Practices	Correlation Coefficient	1.000	.803**
		Sig. (2-tailed)	.	.000
		N	52	52
	Business Wellness	Correlation Coefficient	.803**	1.000
		Sig. (2-tailed)	.000	.
		N	52	52

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

**Source: SPSS 20.0 Output (based on 2021 field survey data)**

The information in table 1 above shows that the estimated correlation coefficient is 0.803\*\* base on the categorisation above, the value is high indicating that a strong relationship exists between Green Marketing Practices and Business Wellness. The correlation coefficient is positive implying that a positive relationship exists between them, i.e. increase in Business Wellness is associated with increase in Green Marketing Practices.

Table 1 also showed that the probability/significant value is 0.000, this value is less than 0.05 level of significance hence the researcher concludes that a significant relationship between Green Marketing Practices and Business Wellness.

**Table 2: Partial Correlation Analysis showing Innovativeness moderates the Relationship between Green Marketing Practices and Business Wellness**

Control Variables	Variables	Statistics	Green Marketing Practices	Business Wellness	Innovativeness
-none <sup>a</sup>	Green Marketing Practices	Correlation	1.000	.864	.434
		Significance (2-tailed)	.	.000	.001
		df	0	50	50
	Business Wellness	Correlation	.864	1.000	.512
		Significance (2-tailed)	.000	.	.000
		df	50	0	50
	Innovativeness	Correlation	.434	.512	1.000
		Significance (2-tailed)	.001	.000	.
		df	50	50	0
Innovativeness	Green Marketing Practices	Correlation	1.000	.830	
		Significance (2-tailed)	.	.000	
		df	0	49	
	Business Wellness	Correlation	.830	1.000	
		Significance (2-tailed)	.000	.	
		df	49	0	

a. Cells contain zero-order (Pearson) correlations.

**Source: SPSS 20.0 Output (based on 2021 field survey data)**

Table 2 reveals that a very strong, significant and positive relationship exists between Green Marketing Practices and Business Wellness ( $r = 0.864$ ,  $PV = 0.000 < 0.05$ ).

The table also shows that Innovativeness also had a significant and direct relationship with Green Marketing Practices ( $r = 0.434$ ,  $PV = 0.000 < 0.05$ ) and with Business Wellness ( $r = 0.512$ ,  $PV = 0.000 < 0.05$ ) the positive sign of the  $r$  value is an indication that when Innovativeness improves, Green Marketing Practices and Business Wellness also improves.

$H_{02}$ : Innovativeness has no significant impact on the relationship between green marketing practices and Business Wellness.

#### **Decision Rule for Partial Correlation;**

*If the difference between the Zero Order Partial Correlation (ZPC) and the Controlled Partial Correlation (CPC)  $> 0.01$ , conclude a significant moderating Influence*

Zero Order Partial Correlation (ZPC) = 0.891, Controlled Partial Correlation (CPC) = 0.833. The difference between the Zero Order Partial Correlation (ZPC) and the Controlled Partial Correlation (CPC) ( $0.864 - 0.830$ ) =  $0.034 > 0.01$  hence the researcher rejects the null hypothesis and conclude that Innovativeness significantly impact on the relationship between Green Marketing Practices and Business Wellness.

The positive sign of the difference is an indication that Innovativeness asserts a positive impact on the relationship between Green Marketing Practices and Business Wellness

Having identified the magnitude (strength) and direction (sign) of the relationship between the criterion and the explanatory variables and their measures, and the hypothesize relationship tested; it is also necessary to find out the effects of the independent variables on the dependent variables.

**Table 3: Summary of Regression Results showing the Effects of Green Marketing Practices on Business Wellness**

Variables	Coef.	t-cal	t-tab (0.05,51)	sig. T	R	R <sup>2</sup>	F-cal	F-tab (0.05,1,50)	sig f
Constant	0.134	0.417	2.009	0.678	0.864	0.747	147.8	4.03	0.000
MO	1.003	12.156		0.000					

Dependent Variable; Business Wellness

**Source: SPSS 20.0 Output (based on 2021 field survey data)**

BW =  $f(\text{GMP})$  .... 1a

BW =  $\alpha_0 + \alpha_1 \text{GMP} + U_1$  ... 1b

BW =  $0.134 + 1.003 \text{GMP}$

t- values in bracket (0.417) (12.156)

Table 3 shows that the Regression value is 0.864. This coefficient is very high indicating that a very strong relationship exists between Green Marketing Practices and Business Wellness. The Coefficient of Determination ( $R^2$ ) = 0.747. This implies that a 74.7% variation in Business Wellness is explained by variations in Green Marketing Practices. The remaining 25.3% is explained by other variables not included in the model. The F-calculated of 4.03 had a

corresponding significant F-value of 0.000; the researcher therefore concludes that the model is useful. Conventionally  $F_{\text{cal}} = 147.8 > F_{\text{tab}} (0.05, 1, 48) = 4.03$  hence the above conclusion of a good model utility is upheld.

The test of significance conducted as shown in the same table indicates that; Green Marketing Practices had a calculated t-value of 12.156 and a corresponding significant/probability Value (PV) of 0.000 which is less compare to 0.05 level of significant. Therefore, the researcher concludes that Green Marketing Practices significantly affects Business Wellness.

### **DISCUSSION OF FINDINGS**

This study examined the relationship between green marketing practices and business wellness, in the Nigerian food and beverages firms. It specifically investigated the relationship between green marketing practices and business wellness, with innovativeness as the moderating variable. The findings of this study revealed that there is significant and positive relationship between green marketing practices and business wellness; while innovativeness has a very strong significant and direct impact on green marketing practices and business wellness. The finding of this study is consistent with the findings of Ogunmokun, Tripolitano & Rose (2012) which revealed that those organizations with high levels of green marketing practices outperformed organizations with low levels of green marketing practices in terms of after tax return on sales; business's total sales growth, overall business's performance, competitive position or advantage and market shares. Similarly, Gupta & Aggarwal (2012) states that the benefits that are associated with green marketing help companies to have a sustained long-term growth which eventually leads to profits, even though the adoption of green practices is associated with high costs. According to Ottman & Books (1998), customers feel fulfilled and tend to live healthier lives when they are exposed to green practices by companies who practice green marketing. In addition, with green practices, a good physical environment is provided because there is a reduction of air and water pollution, natural resources, and energy, which are good factors in the quest for sustainable development.

The findings of this study also revealed that innovativeness had a very significant impact on green marketing practices and business wellness. The finding is consistent with the view that Innovativeness is one of the advances in contemporary marketing strategies for companies or organizations to improve satisfaction of customer needs and wants, according to Lau, Tang & Yam, (2010).

### **CONCLUSION**

This study reestablished that there exists relationship between green marketing practices and business wellness, and that green marketing practices relationally influence business wellness of Nigerian food and beverages firms. It also revealed that innovativeness moderates the impact of business wellness of food and beverages firms in Nigeria. The Nigerian food and beverages industry should continue to exhibit the needed tendency to discover marketing opportunities, epitomized by actions of organizational members, opportunity efficiency will significantly increase. Additionally, effort should be made by the organizations in the Nigerian food and beverages industry to adopt green marketing practices since it is expected to create new products or even improve their current product, improve the relationships with its customers and enhance firm's competitive advantage. It is also important nowadays for manufacturers to enhance its corporate social responsibility and green marketing practices is one of the best ways to boost



their credibility and prestige in the eyes of the customer. This research provides a greater insight on the green marketing practices and business wellness and the impact of innovativeness of Nigeria food and beverages firms to scholars, practitioners, students, employees and other stockholders. Finally, it will also inspire more logical and precise undertakings to carry out further empirical research and help in the advancement of better understanding of green marketing practices in marketing field of learning.

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