



Effect of Green Advertising on Postgraduate Students' Purchasing Pattern in Nnamdi Azikiwe University

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Abstract: *This study evaluated the effect of green advertising on postgraduate students' purchasing pattern in Nnamdi Azikiwe University. The variable of interest was green advertising. The study was anchored on sales effect theory. The research design for this study was survey research design. The postgraduate students of Nnamdi Azikiwe University were used as our respondents, which was 2499 in population. Borg & Gall formula was used to determine the sample size used for the study, to arrive at 480. A total of 480 copies of the questionnaire were administered and 350 were fully filled. Analysis of variance (ANOVA) and simple percentage were used both for the analysis and hypotheses testing. The research revealed that green advertising has a positive and significant effect on purchasing pattern of postgraduate students of Nnamdi Azikiwe University. The researcher recommended that there is a need for pursuit of environmental advertising through social media platforms which have overtime, been used to actively advance green marketing.*

Keywords: *Green advertising, Purchasing pattern, Eco-friendly, Postgraduate students, Environmental hazards, ANOVA*

Introduction

Green advertisement was initially incepted in the late 1960s as a result of concerns brought up by user activism, public and scientific communities and others about firms using anti-environmental practices (Easterling, Kenworthy, & Nemzoff, 1996). Over the years, green advertising decreased because of false claims via advertisements and exaggerations in the advertisement content. And it was found that consumers were perplexed about the terminologies used (Polonsky, Carlson, Grove & Kangun, 1997). The most successful tool that the marketers and advertisers frequently use to get consumers' awareness is advertising, which helps consumers to intricate their knowledge concerning product attributes and specifications (Buda & Zhang, 2000). Zinkhan and Carlson (1995) defined green advertising as the appeals that try to accomplish consumers' requirements and ambition concern to ecological concern and health issues from different perspectives including ecology, sustainability, and pollution-free messages.

Yin and Ma (2009) stated that green advertising wedged momentum in the 2000s, with developments in global legislations, worldwide support, transformed interest with consumers and so on, therefore, starting the sustainable age (Belz & Peattie, 2009). Green advertisements

refer to adverts including sustainability of the environment, eco-friendly content, substance targeting needs and desires of green consumers and other stakeholders (Zinkhan & Carlson, 1995). Lutz (1985) interprets that, advertising is one of the vital factors contributing to consumers' attitude and consumer openness to any products or services. Baldwin (1993) maintained that green advertisements add in translating consumer's supposed value of green products into purchases. However, contrary to this, in a research by Chase and Smith (1992), it was found that only about 70% of the respondents were influenced with green messages from advertising and eco-labelling. The same study further reported that more than 50% of the respondents did not pay enough attention to green messages from the advertisements because of its exploited use, making these advertisements less credible (Chase & Smith, 1992). Chan (2004), pointed that the core reasons for less credibility observed in terms of green advertisements may be as follows:

- a. The country that is advertising the green product does appear as eco-friendly.
- b. The manufacturer of the product does not appear eco-friendly.
- c. The asserted eco-friendly nature of the product does not meet consumers' experience with the product.

There are numerous concerns among the buyers about environmental advertisement. According to Hashem (2011), this refers to giving true data about the items in a manner that does not harm the materialistic and good buyers' investments. Companies should give it a critical thought before they advertise their products, it is very important for companies to list the functions, design or uses of their products before they advertise them, this will help to avoid any misleading information about the products. According to Dua (2012), designing the tools of promotion is what the green promotion includes. For instance, web sites, signage, material for marketing and white papers by keeping planet and individuals in mind as their main aim is to make profit. After carrying out empirical research, Morel and Kwakye (2012) concluded their results by stating that there is a positive relationship between advertisement (publicizing) and state of mind towards green items.

In order to improve green movements worldwide and raise public attention to environmental problems, most organizations prefer environmental advertisements through media or newspapers as green techniques for introducing their products to environmentally responsible consumers. Green advertisement is one of the ways to influence consumers' purchasing behavior that will strongly encourage consumers to buy products that are eco-friendly to our environment. Besides, direct their attention to the positive consequences of their purchasing behavior, for themselves as well as the environment (Delafrouz, Taleghani & Nouri, 2014). Davis (2004) described that there are three elements in green advertisement. Firstly, the company will start a statement that is related to the environment. Secondly, the company will demonstrate its concern and dedication to improve the environment by its changed procedure from the green advertisement. Thirdly, specific environmental actions in which the company is involved will be promoted by green advertisement (Rahbar & Wahid, 2011). When the

population of companies using environmental interest in their advertisement is getting higher, even though some of them are just simply green washing, it will lead consumers to be suspicious towards environmental advertising. For marketing managers, who try to be environmentally responsible and anticipate a reward from consumers for their responsible behavior, the reliability and influences of green advertising is a major issue as marketing managers and advertising professionals need to master environmental information, communication and presentation of environmental information in the ads (Alniacik & Yilmaz, 2012).

Advertising is the main source of communication tool between the producer and the consumer. Advertising is a subset of promotion mix and it is one of the 4ps in the marketing mix which comprise product, price, place and promotion. Advertising is a promotion strategy which serves as a major tool in creating product awareness in the mind of the consumer to take purchasing decision. Advertising, sales promotion and public relations are mass communications tools used by marketers. Advertising through mass media influences audience, but television has mass reach and is the strongest medium of advertising. Advertising can influence the attitude of individual behavior, life style in the long run, as well as the culture of the country (Latif & Abideen, 2011). A company can enhance the brand of their product by investing in promotional activities in order to compete in a consumer market that is dominated through advertising (Hussainy, Riaz, Kazi & Herani, 2008). The primary aim of an advertisement is to reach consumers and influence their awareness, attitude and buying behavior. Their major preoccupation is to keep individuals' interest in their product through spending on advertising. They also need to understand what influences customer's behavior. Advertising has the potential to contribute to brand choice of consumers (Latif & Abideen, 2011).

Advertising impacts on consumer behavior. Brand memories consist of those associations that are related to brand name in consumer's mind. They are brand cognition influence consideration, evaluation and final purchase (Romaniuk & Sharp, 2003). Consumer behavior should be analyzed for effective advertising, to know why consumers behave in particular ways under certain circumstances. And also to know the factors that influence consumer behavior, especially the economic, social and psychological aspects (Ayanwale, Alimi & Ayabinpe, 2005). Advertising also creates advertisements which carry emotional bond with consumers.

Positive emotional appeals also provide a strong brand cue and stimulate category based processing (Abideen & Latif, 2011). With successful categorization, the effect and beliefs associated with this category in memory are translated to the objective itself. Consumers try to categorize the brand association with the existing memory, when thousands of products are faced by them and might reposition memories to a brand image and perception towards new products. In this way, they can categorize latest information in particular brands and store accordingly in their memory. Some organizations do not attach importance in advertising their products and this has adverse effect on their output in terms of sales of product. Others use different advertising media like television, internet (face book; email) newspaper, billboard,

magazine etc to convey their product message to their target audience. Companies spend major part of their budget on advertising strategies to promote their products/services. These advertisement strategies influence consumer buying behavior (Abideen & Latiff, 2011).

Rafique *et al*, 2012 argued that advertisement is a way to communicate with the audience. They believed that culture highly influence the buying behaviors of the people because, every person has different wants and trends according to their life styles. Thus if we say that advertisement is like a magic then it will not be false because advertisement actually changes the needs and wants of the people and sometimes it creates the need among the people (Yasir, Rafique, 2012).

People are highly affected by the advertisements, and organizations are trying to target the masses of the people. Organizations are using above the line and below the line techniques of the advertisement which fit best with their products. Researchers have found that media advertisement are most popular advertisements and people like television ads, so it is a suitable medium to advertise products like cosmetics and Fast-Moving Consumer Goods (FMCG). A research conducted in India found that adolescents are highly attracted towards the TV commercials. Along with that, teen girls also influenced by the TV commercials and they tend to buy the products which they saw in commercials. So it gives us an idea that mass media has the great impact on advertisements. Organizations are moving towards the creative content which attracts the teenage girls as well as boys to buy the products (Nidhi Kotwal, 2008). With the modern era there has been a remarkable boom in technology. With this technology, advertisers now consider the number of mass media channels and means of communications which provide them the easy and fast access to the consumers. Other side of this technology advancement is that customers are now having plenty of information and they can get the thing which best suits them. So it becomes very difficult for the advertiser to build the brand awareness and condition the mind of the customers to make final purchase decision, as customers are gaining more control over the products and information (Raju, 2013).

Theoretical Framework

Most theories on advertising focus on its connection to the consumer in provisions of how it is able to influence, create awareness and promote brand loyalty. Some of these include the influential argument, the educational view and competitive view. However, an argument often neglected is the sales effect. An effective advertising framework can generate for the company. The sales effect model was put forward by Leads and Shultz (1990) and it is based on the fact that advertising, like any other firm pledge that involves the use of its limited resources should be measurable. They further contended that the most excellent way to determine the effect of advertising is to critically analyze the extent to which it is able to pressure the company's sales level. According to them, an effective advertising program should increase sales revenue of the advertising company by an amount or a proportion more than the expenditure on the advertising process or the advertising budget. Previous studies expanded the argument further by contending that since all expenses relating to advertising are eventually deductible from

gross earnings, the actual benefits of advertising will be more visible in the advertising firm's net profit of the company, paints a truer picture of the real effects of the advertising program in monetary terms. Given that the focus of the study is to establish the link between green advertising on purchasing patterns, the study adopts the sales effect theory as its framework. This is necessary, especially considering the fact that the actual sales and by extension, the profit effects of advertising for green product in Nigeria are yet to be empirically established. Green advertising communicates settlement of using green products such as less resources and energy for manufacturing products, sustainable sources, less detrimental to the environment and the society. Those messages impact on consumers' consciousness and inspire them to buy green products (Chang, 2004). The study has established that promotional activities on eco-friendly products and reference groups expansively influence consumers' buying decisions of products (Siddique & Hossain, 2018). Green promotion includes collaborating information on the environmental promises and the efforts made by businesses to clients (Singh, 2013). Green promotion refers to transferring real environmental information to those consumers who are participated in a firm's behavior. More so, firms' promise to keep normal assets is for the purpose of fascinating the target audience (Shirsavar & Fashkhamy, 2013).

Empirical Review

Abdullahi (2014) evaluated the effectiveness of advertising expenses on the sales revenue and profitability of Nigerian Bottling Company Plc. This study is based on secondary data collected for advertising expenditure, sales revenue and profitability of Nigerian Bottling Company Plc over the period of 1996 to 2009 from the annual report and accounts of the company under study. Among the objectives of the study is to evaluate the extent of the effect of advertising on the sales revenue of the company. Correlational and regression analysis study designs were adopted for the study. The contribution of the first hypothesis has found that advertising expenses has depicted significant relationship between advertising and the sales revenue of the company. Furthermore, the second hypothesis result has shown that advertising has no significant effect on the profitability of the company. It is therefore recommended that not only advertising should be given adequate attention while formulating strategies relating to sales revenue and profitability promotion policy. Other factors which are crucial to increase sales revenue and profitability such as; sales promotion, personal selling, publicity etc., which are crucial should be considered.

Bing (2018) aimed to explore how green advertising affect consumers' purchase intention of green products. The data were collected from 313 consumers in Shanghai, China. The research findings revealed that credibility of claim ($\beta=0.847$, $p<0.001$) and consumer attitude toward green advertising ($\beta=0.65$ $p<0.05$) significantly influence consumer purchase intention of green products. The firms should not use exaggerated linguistics for the advertising; in contrast, the claims should be specific, trustful and sincere in all aspect.

Amberg and Fogarassy (2017) examined the effect of green consumer behavior in the cosmetics industry. The novelty of the analyses is mainly that consumers were ordered into clusters, based on consuming bio-food industry and preferring natural cosmetics. The cluster analysis has multiple variables, namely: consumer behavior in light of bio-product, new natural cosmetics brand, or health and environmental awareness preferences. The data was collected using online questionnaire, exclusively in Hungary during April– May of 2018. 197 participants answered some questions. The results of descriptive statistics and the cluster analysis showed that there are consumers who prefer natural cosmetics, whereas some of them buy traditional ones. A third group use both natural and ordinary cosmetics.

Auwal (2014) studied synthesis of green marketing concept as a recipe for healthy environment in Nigeria. The study established that green marketing, if properly exploited can serve as a solution to the vulnerable and volatile environmental situation we are in. The study therefore recommends that government should provide the enabling environment and structure for eco-friendly production in Nigeria. Governments should also be holding seminars and workshops to reorient the citizenry on the importance of proper refuse disposal and the implications of littering of our environment with disposable containers.

Oluwasanmi and Ogunro (2018) examined green marketing and green consumerism with focus on issues of environmental sustainability in the petroleum industry. The study engaged archival research method with the aid of Kokkinen maturity model in analyzing multiple literatures. Special reference was made regarding how the degradation in Ogoni land can impact the entire industry. The conclusions posit the below average awareness of the prospects of green consumerism in the petroleum industry. The study recommended, amongst others, that the consumer protection council of Nigeria and other relevant agencies should expand their focus to include the activities of firms in the petroleum industry.

Karatu, Nik and Nik (2015) investigated the predictors of green purchase intention in Nigeria: the mediating role of environmental consciousness hence, the objectives of this study are two-folds: (1) to examine the direct predictors (perceived green knowledge, perceived behavior control, green availability, green trust, and green price sensitivity) of green purchase intention and (2) to establish the mediating effect of environmental consciousness on the relationship between the above mentioned predictors and green purchase intention. This study uses quantitative method by distributing 150 questionnaires to lecturers in Nigerian universities. 102 datasets were returned representing 68 percent response rate. The screened data were analyzed using regression. The findings indicated that green availability is directly and significantly related to green purchase intention ($\beta=.355$, $p<.001$), while green price sensitivity is directly and significantly related to environmental consciousness ($\beta=.377$, $p<.000$). The relationship between green price sensitivity and green purchase intention is fully mediated by environmental consciousness. In conclusion, green purchase can be increased when there is abundance of green products. Nigerians also believe that high priced green products will increase their awareness towards environmental consciousness. Environmental consciousness

plays a very significant mediating role in influencing the relationship between green price and green purchase intention.

Wario (2014) established the determinants of the adoption of green marketing strategies in Kenya's floriculture industry. The specific objective was to determine the influence of stakeholder pressure and regulatory pressure on the adoption of green marketing strategies. An explanatory research design was employed, where convenience sampling method was used to select 25 firms out of the 75 registered members of the Kenya flower council. Data obtained was analyzed using descriptive and inferential statistical analyses. The study established that both stakeholder pressure and regulatory pressure have a significant influence on the adoption of green marketing strategies. It recommends that organizations ought to be proactive in environmental protection rather than reactive. And government should legislate and enforce environmental laws and policies.

Sayed and Ringim (2019) investigated the effects of environmental factors (self image, social influence, environmental concern and man-nature orientation) on green purchase behavior among students of Ahmadu Bello University Zaria. The study utilizes a descriptive and cross-sectional research design. The population for study is 35,000 students' enrolment in 2015 and stratified randomly sampling were utilized with the aid of probability sampling technique. Data collected using self-administered questionnaire with the help of research assistant. Descriptive statistics, correlation and regression analysis of the data collected was done with the aid of software package of social science (SPSS) for inferential statistical test, construct measurement validation as well as to establish the relationship between the environmental factor and green purchase behavior. The results indicated that environmental factors such as self image and man-nature orientation have significant effects on green purchase behavior at 1% and 5% significant levels respectively. But, social influence and environmental concern have insignificant effect on green purchase behavior.

Bilal, Wahab and Umami (2015) studied the effects of green marketing strategy on the firms' performance. The study aims at presenting the reviews of the literature on the green marketing and analyses the four factors that will influence the firms' performance. As green marketing strategy becomes increasingly more important to firms adhering to a triple-bottom line performance evaluation, the present study seeks to better understand the role of "green marketing mix" as a marketing strategy. The conclusion that was drawn is that, green product, price, distribution and promotion have a positive effect on the firms' performance.

Zuhairah and Alib (2014) studied the impacts of green marketing strategy on the Malaysian certified ISO 14001 Environmental Management System firms' performance. The study aimed at presenting the reviews of the literature on the green marketing and analyzing the two factors that will influence the firms' performance. Despite the rising trend of consumers that

are willing to spend for a green product and the potential of green products, previous literature revealed that green marketing has encountered some challenges. The conclusion that was drawn is that, green innovation and the green promotion have a positive effect on the firms 'performance.

Bila, Kalsom, Zainon, Tareq Bandar and Negeri (2016) investigated the influence of green marketing strategy on sales growth of green cars in Jordan. The study analyzed the data of 332 car dealers during 2010-2014. The results revealed both positive (green product, green promotion and green process) and negative (green price, green physical evidence, green people, green distribution on sales growth) influence of green marketing strategy on sales growth. The study further found that adoption of green marketing strategy may significantly increase the sales volume of green cars. However, the adoption of marketing strategies may decline the sales volume of non-green cars comparing with the green cars.

METHODOLOGY

This study is quantitative. For collecting primary data, personal interview was conducted. From the secondary sources, the literature review has been developed. Structural questions prepared consisted of 9 items for data collections. Four issues were related to demographic variables such as gender, age, occupation, and education. Five questions were about sources of green advertising which influence consumers' purchase green products. Thus section 2 is composed of green advertising measures by using five point Likert scales (from 5= 'Strongly disagree' to 1= 'Strongly agree'), The population of the study comprises of post-graduate students of the Nnamdi Azikiwe University Awka, Anambra State. There were a total 2499 post-graduate students in our population (UNIZIK SPGS, 2016). For this purpose, students were selected on gender basis with respect to their various faculties. As a matter of convenience, Borg and Gall formula of (1973) was used to reduce the population to the sample size of four hundred and eighty (480). A convenience sample of 480 respondents was selected to achieve the research objectives. The frequency and percentage analyses were carried out to understand the socioeconomic characteristics of respondents and effect of green advertising on purchasing intention. The results were discussed and formulated hypotheses were analyzed by analysis of variance (ANOVA), using by using SPSS 20.0.

The following hypothesis were raised for the study:

Ho: Green advertising does not have significant effect on purchasing pattern of post graduate students in UNIZIK.

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DATA PRESENTATION AND ANALYSIS

This section presents the analysis of the data collected and discusses the research findings on the impact of green advertising on purchasing pattern of post-graduate students of Nnamdi Azikiwe University (UNIZIK) Awka. All completed questionnaires were edited for accuracy, uniformity, consistency and completeness. The response rate of 90% was achieved. This good response was attributed to the fact that quite a good number of the respondents interviewed were knowledgeable to fill the questionnaires. 480 Questionnaire was distributed while 350 were returned and analyzed. Summaries of data findings together with their possible interpretations were presented by the use of frequency tables.

Demographic Characteristics of the Respondents

In this section, the demographic features of the respondents such as gender, marital status, age bracket, educational qualification and working experience were presented and analyzed. A total of three hundred and fifty respondents were sampled and the results were presented in the tables below.

Table 1: Gender of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	151	41.5	42.0	42.0
	Female	203	57.3	58.0	100.0
	Total	350	98.9	100.0	

Source: Field Survey, 2020/SPSS

The above table revealed that the 42% of the respondents which represents ninety (151) persons were male respondents, while two hundred and three (203) respondents which represent 58.0% were female respondents. By implication, female respondents were more than male respondents by 15% in our selected population sample for this study. The implication of this is to enable us to know the number of female and male that successfully returned their questionnaire.

Table 2: Marital Status of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	180	59	59	60
	Married	140	38	38	40
	Others	30	3	3	
	Total	350	100	100.0	100.0

Source: Field Survey, 2020/SPSS

In the table above, out of the three hundred and fifty (350) respondents, one hundred and eighty (180) of the respondents, representing 59% were single while one hundred and forty (140) respondents which represent 38 percent are married. While fifty-four respondents (30) which represents 3% were among widowed, divorced and separated. It is therefore glaring that the majority of the respondents are single as at the time of this study. Thus marital status table helped us to know the number of single, married, and divorce respondents that answered the distributed questionnaires

Table 3: Age Bracket of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 - 30 years	130	37.1	37.1	48.6
31 - 40 years	120	34.3	34.3	74.0
41 - 50 years	70	20	20	89.7
51 years and above	30	8.6	9	100.0
Total	350	98.9	100.0	

Source: Field Survey, 2020/SPSS

The above table depicted the age bracket of the respondents. The distribution shows that 37.1% of the respondents were between the age brackets of 18 to 30 years while 120 respondents representing 34.3% were within the age bracket of 31 - 40 years. On the same note, 20% of the respondents were within the age bracket of 41 - 50 years while the remaining respondents representing 9% were within the age bracket of 51 years and above

Analysis of Thematic Data

Data relevant in answering the research questions and testing the hypotheses were presented in tables below.

Table 4: Green advertisements and environmental friendly products in a credible manner.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	76	21.5	21.7	21.7
Agree	152	42.9	43.4	65.1
Undecided	32	9.0	9.1	74.3
Disagree	61	17.2	17.4	91.7
Strongly Disagree	29	8.2	8.3	100.0
Total	350	98.9	100.0	

Source: Field Survey, 2020/SPSS

The table above indicated that seventy-six (76) respondents which represent 21.7% agreed strongly that **Green advertisements should promote environmental friendly products in a credible manner**, while 43.4% of the respondents which represents one hundred and fifty-two (152) also agreed to that. Furthermore, 9.1% which represents thirty-two (32) are undecided, while 17.4% of the respondents which represents sixty-one (61) disagreed. Finally, twenty-nine (29) respondents which are 8.3% of the respondents strongly disagreed.

Table 5: Attractive environmental advertisements and green purchasing patterns.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	102	28.8	29.1	29.1
	Agree	160	45.2	45.7	74.9
	Undecided	36	10.2	10.3	85.1
	Disagree	31	8.8	8.9	94.0
	Strongly Disagree	21	5.9	6.0	100.0
	Total	350	98.9	100.0	

Source: Field Survey, 2020/SPSS

The table also shows that 29.1% of the respondents' view strongly agreed that Attractive environmental advertisements will encourage them to adopt green purchasing patterns, 45.7% agreed, 10.3% were Undecided, 8.9% disagreed while 6.0% of the respondents strongly disagreed.

Table 6: Green advertisements and Green products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	84	23.7	24.0	100.0
	Agree	191	54.0	54.6	76.0
	Neutral	27	7.6	7.7	21.4
	Disagree	39	11.0	11.1	13.7
	Strongly Disagree	9	2.5	2.6	2.6
	Total	350	98.9	100.0	

Source: Field Survey, 2020/SPSS

The table revealed that 24.0% of the respondents strongly agreed that green advertisements are not exaggerated for green products. 54.6% agreed, 7.7% were neutral, 11.1% disagreed while 2.6% of the respondents strongly disagreed.

Table 7: Environmental advertisement and customers in making an informed purchasing decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	64	18.1	18.3	100.0
	Agree	229	64.7	65.4	81.7
	Neutral	20	5.6	5.7	16.3
	Strongly Disagree	16	4.5	4.6	4.6
	Disagree	21	5.9	6.0	10.6
	Total	350	98.9	100.0	

Source: Field Survey, 2020/SPSS

The table above indicates that sixty-four (64) respondents which represent 18.3% agreed strongly that environmental advertisement guides customers in making an informed purchasing decision., while 65.4% of the respondents which represents two hundred and twenty-nine (229) agreed to that. Furthermore, twenty (20) respondents which represent 5.7% of the respondents were undecided, while twenty-one (21) which represents 6.0% disagreed and lastly, sixteen (16) of the respondents which represents 4.6% strongly disagreed.

Table 8: More visibility and green products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	93	26.3	26.6	100.0
	Agree	184	52.0	52.6	73.4
	Undecided	8	2.3	2.3	20.9
	Strongly Disagree	36	10.2	10.3	10.3
	Disagree	29	8.2	8.3	18.6
	Total	350	98.9	100.0	

Total

Source: Field Survey, 2020/SPSS

The table above indicates that ninety-three (93) respondents which represent 26.6% agreed strongly that there should be more visibility in the way in which green products are marketed in South East. While 52.6% of the respondents which represent one eighty-four (184) agreed. 2.3% of the respondents which represent eight (8) were undecided. 8.3% of the respondents which represent twenty-nine (29) respondents disagreed. Lastly, thirty-six (36) respondents which is 10.3% strongly disagreed.

Test of Hypotheses

Ho: Green advertising does not have significant effect on purchasing pattern of post graduate students of UNIZIK.

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	22.784	3	7.595	9.36331	.000
Within Groups	4.278	347	.030		
Total	27.062	350			

Source: SPSS, Version, 20 2020

However, from the ANOVA table above, it was observed that the probability value of hypothesis two is less than 0.05% level of significance (0.000), as a result null hypothesis will be rejected and alternative accepted, and alternative hypothesis is accepted meanwhile, Green advertising has significant effect on purchasing pattern of post graduate students in UNIZIK.

Conclusion and Recommendation

Green advertising is a convincing communication which attempts to strengthen one’s earlier attitude and it is mainly done not only to update customers regarding products, rather it is a process which advance influences and persuades customers to purchase. Based on the primary data collected, it purposively selected Nnamdi Azikiwe University Awka as a case study. The data utilized in this study was collected from the structured questionnaire. Consumer approach towards green advertising positively sways consumer purchase intention of green products. According to Ajzen (1991), the more positive attitude consumers have towards behavior, the stronger intention the consumers will have to achieve the behavior under his or her control. In this study, consumers’ intentions to purchase green products are strong as their attitudes toward green advertising are positive. While the consumers positively react to green advertising, the companies and their products, the firms should stress their ecological proceedings, which will allow clients to make a distinction between “green” firms and “non-green” firms as green products are in demand. Furthermore, the claim of green methods and green product attributes should be emphasized to encourage and attract consumers. More so, a green advertising crusade should be connected with a clear, transparent, comprehensible and concise ecological claim, through which the firms will be able to grip the consumers’ awareness. There is a need for the pursuit of environmental advertising through social media platforms which has overtime been used to actively advance green marketing. The company should emphasize on cost effective advertisement and strategic promotional policy aimed at sustaining increased sales revenue.

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