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## GREEN MARKETING STRATEGIES AND ENVIRONMENTAL SUSTAINABILITY IN RIVERS STATE OF NIGERIA

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### ABSTRACT

Green marketing concept has been better concept which is very helpful and developmental to the people of Rivers state and their host community of operation. This has made so many people earn a better living through sanitizing our environment to avoid waste littering and hence recycling around our environment, Green marketing is related or formed out of ecological or societal marketing concept. As such, most emphasis is on societal protection. Which means that before any production will take place. Green Marketing should be put into consideration, this concept provides employment and empowerment to young school leaver and graduate in Rivers State. Also, provision of social amenities to Rivers State including good roads, electricity to the host communities and Rivers state at large through recycling of waste to wealth.

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### INTRODUCTION

Green marketing embraces development and modification of degradable and biodegradable materials including empowerment and employment and provision of social amenities e.g. good roads, electricity and other activities that can bring development to Rivers State. It reduces harmful products and recycling, littering waste materials around their area of operation so that people living in Rivers State will not be affected by their productivity and to avoid Togie's product(s). However, companies with green marketing mentality will make sure that their Landlord and traders and entrepreneurs as well as the government of the specified area of operation has increase in revenue generation and prevention of crisis which eventually lead to low productivity and uncomfortable area of operation. Shell company operating in Rivers State as well as (RIWAMA) Rivers State Waste Management Authority, who consider. Rivers youths both university and vocational students and technicians in order to reduce the level of unemployment in the state.

### DEFINITION OF THE CONCEPT

The definition of green marketing has been defined by various authors. According to Charles and Polonsky (1999), they defined green marketing as the marketing or promotion of products based on its environmental performance and its improvement thereof. Anirban (2012) assert that green marketing

consist of all activities designed to generate and facilitate any exchange intended to satisfy human needs and wants, such that the satisfaction of these wants and needs occur with minimal detrimental impact on the natural environment. According to American Marketing Association (AMA) defined green marketing as the marketing of products that is presumed to be environmentally safe. Mawo (2020) defined green marketing as the application of environmental tools in order to sustain environmental growth and removal of harmful and retaining material for protection and satisfaction including employment and empowerment opportunity to the host community and state entirely.

## STATEMENT OF THE PROBLEM

The following are identified as the obstacles facing green marketing in Rivers State who has brought set back and under- development to most companies operating in some geographical locations in Rivers State that green marketing have put into consideration. Such problem include the following;

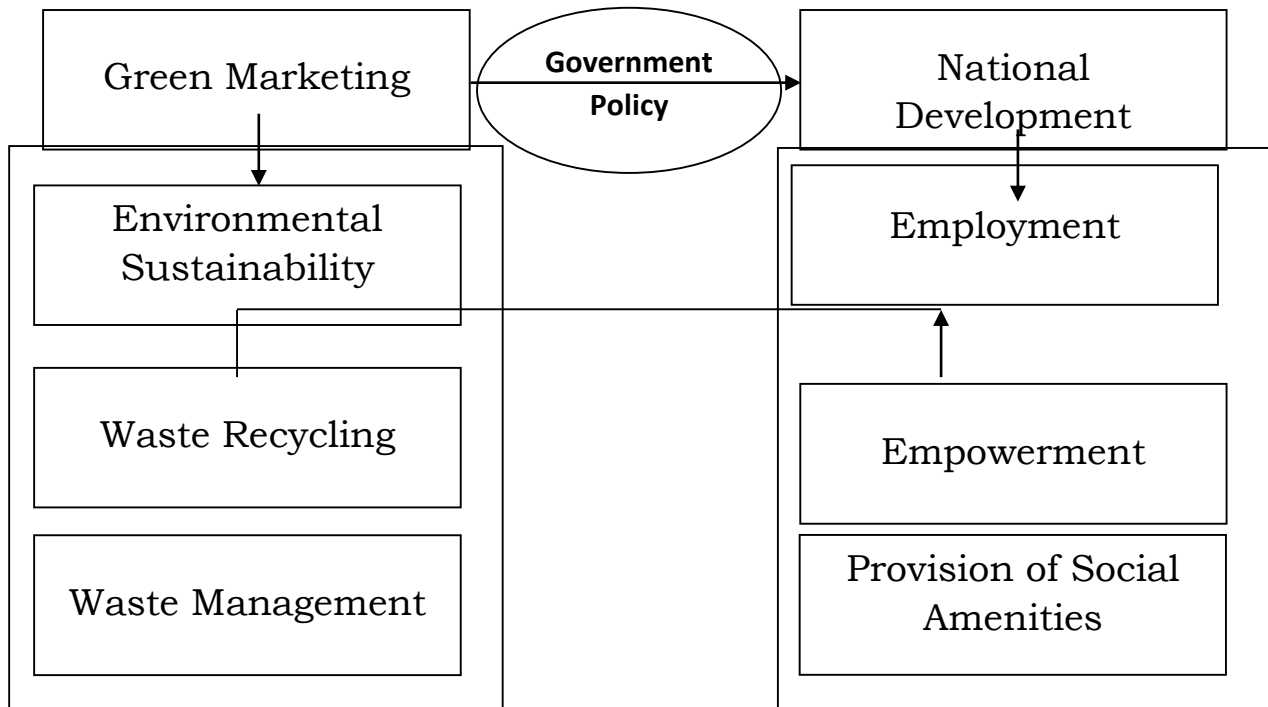
- 1) **Unemployment problem:** This has been a serious problem facing some organization both the government and private operations. When the organization refuses to consider, their host communities where they are operating has become a serious problem to both the company and the host communities.
- 2) **Lack of environmental specialist:** There is no want to study the environment for both the company and the host communities; in order to determine whether the environment is due for maintaining or cleanup for fair atmosphere for descent operations. To this end, it becomes a problem to the company and the host community as well as the state at large, e.g. black soot in the atmosphere, this can cause more harm to the people.
- 3) **Lack of enlightenment:** The people need to be enlightened on the product(s) as to know whether it is suitable for consumption or not.
- 4) **Lack of raw materials:** The lack of raw materials for the societal and environmental development and new products repackaging for consumption.
- 5) **Lack of suitable materials for orientation and promotion on environmental products awareness and the benefits and effects on the people and the society entirely.**



## CONCEPTUAL FRAMEWORK

Independent Variable

Dependent Variable



Source: Field Survey, 2020

## OBJECTIVE OF THE STUDY

To the environment and Rivers State as a host, there are many impact played by green marketing in the state (Rivers state), which include the following;

- 1) Green marketing has been able to create employment and empowerment opportunities to the people of Rivers State. For example, the Ogoni cleanup handled by the federal government has brought employment to people in the area (Gokana and Tai local government area) respectively where oil exploration majorly occurred. Some of the employment opportunities include; skill acquisitions programmed to improve handwork opportunity in the state.
- 2) Green marketing can help clean our environment by removing or collecting and picking those recycling materials and sell them. It brings about repackaging and innovation of old products to new products. It also removes biodegradable and poisonous materials from our environments for further production. Example of such material are recycling can, bottles, plastic paper and others for further production in other to form another group of consumer.

- 3) Reduction of environmental toxins: Green marketing removes those biodegradable wastes on our environment for green cultivation to take place in our land.
- 4) Increases the migration of applicants from rural areas to green marketing areas of operation for business and job opportunities.

## RESEARCH QUESTIONS

- 1) To what extent does environmental sustainability affect green marketing in Rivers State?
- 2) To what extent does environmental sustainability affect empowerment in Rivers State?
- 3) To what extent does green marketing affect employment opportunity in Rivers State?
- 4) What is the relationship between green marketing and provision of social amenities?

## RESEARCH HYPOTHESES

**Ho<sub>1</sub>:** There is no significant relationship between green marketing and national development.

**Ho<sub>2</sub>:** There is no significant relationship between environmental sustainability and empowerment.

**Ho<sub>3</sub>:** There is no significant relationship between waste recycling and provision of social amenities.

**Ho<sub>4</sub>:** There is no significant relationship between environmental sustainability and waste management in Rivers State.

## LITERATURE REVIEW

This area consider words from numerous marketing specialists that review the relevance of green marketing as a tool for environmental sustainability in Rivers State. According to American Association of Marketing, green marketing is defined as product that are presumed to environmental development.

## SUSTAINABLE DEVELOPMENT

This concept means meeting the need of the present not compromising the ability of the future generation to meet their own needs. The theme throughout these strategies of sustainable development is the need to integrate economic and ecological considerations in decision - making by making policies that



conserve the quality of agricultural development and environmental production. For the present and the future, generation or development of energy for efficient operations to better pollution control. According to Environmental Protection Agency, (1980) they defined waste as any useless unwanted discarded material with insufficient liquid to be free flowing. Green, (1980) asserts that in whatever way it is made. Waste boils down to the misallocation of resources.

## DEFINITION OF TERMS

In the process of writing this article, the following words and terms was used for proper explanation and understanding which include the following;

**Recycling Material:** This is defined as biodegradable and valuable materials. This surrounds the operational area of business that can be useful or useless in terms of innovation and average package.

**Development:** This is defined as the level of upgrading in the area of operation to be suitable and comfortable place of living without toxic or harmful to the host community or state of potation.

## ECOLOGICAL OR SOCIETAL MARKETING

This concept talks about the area of operation into consideration first by supplying them with social amenities e.g good roads, electricity, great empowerment and employment scheme. It also produces a products that will not be harmful on them during consumption and operation.

## PACKAGING/INNOVATION

This is an act of designing a product in a way it will attract the consumer and also to motivate consumption of the products. Also, it deals with the way it promotes the company name and create more sales and high profit to them.

## ENVIRONMENTAL POLLUTION

This concept talks about environmental destruction of our surrounding by producing a product that is harmful both Rivers State land and water as well as other resources of the state. More so, our atmosphere which causes setback to the organizational performances in their areas of operation hence reducing their profit maximization. This has led to regression to the host community

and the entire society. The regression of the organizational operation in the community.

## WASTE MANAGEMENT

This is a systematic administration of activities which provides for the assembling, collection, transportation, storage and processing of waste materials for final disposal. This is the waste or rejected food constituents that have been produced during the preparation, cooking or storage e.g regrettable fruit, fish, meat. Again Kottler, (2010) asserts that re-emphasis made on the fact that consumer satisfaction (marketing concept) cannot be completed without manufacturers concerned has constantly reported to their environment by building hospital and schools granting scholarship to indigenes of the host community in their area of operation. Empowering individuals economically by awarding contracts to them, construct roads, electrical installation, among others. Therefore, it is an overstatement to say that green marketing concept is reasonable and has improved and empowered Rivers State economy. However, I will logically conclude that green marketing has played an important role in the following ways;

- 1) Protection of our environment from destruction and damages.
- 2) Provision of employment and empowerment scheme to Rivers State indigenes.
- 3) Environmental clean-up of biodegradable and degradable waste materials.
- 4) Repackaging of waste materials and regenerating materials by repackaging and innovating to new products in other to call attention of the customers and the entire public to the company new products eventually calling back the glory of the organization to life again.

## RESEARCH METHODOLOGY

A survey research design or method was adopted for the study. Data were collected using a five point likert scale questionnaire, which measures how green marketing contributes to selection of respondents. The random sampling method was adopted for the study by the researcher in the selection of respondents. The data collected from the field were gathered and analyzed into logical statement using regression analysis. This is to establish the relationship between green marketing and sustainable development.



**Table 1: Mean and Standard Deviation scores of Green Marketing and Sustainable Development Rivers State**

Items	N	Mean	Std. Dev.	Min.	Max.
I support green marketing and sustainable development strategies.	172	3.3895	0.2682	1.00	5.00
Organizations that practices green marketing has more customers than others that do not.	172	1.9709	0.0391	1.00	5.00
The green marketing techniques are superior to normal marketing.	172	2.3256	0.0791	1.00	5.00
The consumers will become loyal to green companies.	172	2.7791	0.1201	1.00	5.00
Green marketing and sustainable development are very much essential in the present society	172	4.4651	0.1164	1.00	5.00
Green companies can have competitive advantage over normal.	172	2.3488	0.0832	1.00	5.00
I belong to and actively participate in a group that supports environmental issues.	172	1.4419	0.0217	1.00	5.00
Green marketing has greatly enhanced customer's satisfaction which invariably has made them which invariably has made them more loyal.	172	1.4593	0.0156	1.00	5.00
Everyone is responsible for successful green marketing concept	172	0.1923	0.1923	1.00	5.00
In future, we may have only green products.	172	2.1744	0.2593	1.00	5.00
The country's GDP will be better if green marketing is well promoted.	172	1.5819	0.0135	1.00	5.00

Source: Field Survey, 2020

**Table 2: Mean and Standard Deviation scores of Green Marketing and Sustainable Development in Rivers State**

Items	N	Mean	Std. Dev.	Min.	Max.
I am ready to bear extra cost for green products.	172	4.9709	0.1619	1.00	5.00
Sustainability is one of the decision making factors in every organization.	172	4.4884	0.3952	1.00	5.00
I know the environmental reputation of the companies that product my products.	172	4.4593	0.1913	1.00	5.00
I prefer green products to normal products.	172	4.4419	0.3217	1.00	5.00
I am ready to bear extra cost for green products.	172	4.9709	0.1619	1.00	5.00
I am fully aware and have a good understanding of sustainability in Nigeria.	172	4.4826	0.0875	1.00	5.00
I believe in the concept of green marketing.	172	4.8779	0.3826	1.00	5.00
I am aware of companies going green.	172	4.9477	0.2860	1.00	5.00
It is difficult for all the companies to implement green marketing.	172	3.4186	0.0740	1.00	5.00
Government should play a vital role in green marketing.	172	4.4186	0.3021	1.00	5.00

Source: Field Survey, 2020

Table 3: Green marketing has no interrelation effect customers satisfaction, profitability and loyalty.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.942 <sup>a</sup>	.887	.887	.36856

Source: Field Survey, 2020

## FINDINGS AND DISCUSSION

The tables above shows the results of the regression analysis. The stepwise multiple regression analysis estimates the coefficient of the regression involving two independent variables that best predict the value of the dependent variable. The result showed that  $R^2$  regression value is .887 meaning that green marketing accounts for about 88.7% of the variation of sustainable development. This means that there is a significant relationship between green marketing and environmental sustainable development.

## CONCLUSION

From this explanation, we can see the importance of green marketing to the entire Rivers State and its areas of operation. Green marketing has transformed so many society both (local and international). It has set a standard of living to the host community specifically in Rivers State and the Niger Delta region and so on. By supplying them with social amenities so that the host communities do not deny them of operation in the area. It has created development, employment and empowerment to our Rivers indigenes and the host community of operation. Therefore, all companies and investors both government and nongovernmental organizations should consider green marketing concept as paramount; for better improvement and friendliness and also protection of the state, consumers, and profit maximization.

## RECOMMENDATIONS

Green marketing is regarded as a better area of emphasis in order to improve the welfare of the state and their area of operation. And so the following points should be considered to both the state and any other company that is interested to operate green in life.

- 1) Consideration of their area of operation in order to avoid crisis between the host community and the company operating in their land.
- 2) For the companies to - stay long in their operation, they should provide social amenities like electricity, good roads, employment and empowerment to the host state and community of operation.





- 3) The green companies should make sure that their products do not affect the people of the state in a particular place of operation.
- 4) The company should ensure that they create a workshop for green products orientation and the technological involvement to their staff in order to avoid in their operation.

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