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## PSYCHOGRAPHIC INFLUENCE OF GREEN ENTREPRENEURIAL MARKETING ON ENVIRONMENTAL DEGRADATION CONTROL IN NIGERIA

By

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### *Abstract*

*Many developing economies around the world are faced with the challenges of environmental degradation. The risk associated with this scenario is high and it has continued to attract unprecedented research attention from scholars and researchers. Arising from this, this study examined the psychographic influence of green entrepreneurial marketing on environmental degradation control. This study was conducted at the Federal Capital Territory (FCT), Abuja, Nigeria. It adopted survey design where probability sampling technique was used to draw sample size of 384 respondents from the population of adult consumers in the study area. Questionnaire instrument was employed to generate data from the respondents. The data were analysed with the statistical tool of Pearson's correlation matrix at 0.01 significance level and alpha value of  $\leq 0.05$ . The results of the study proved significant with the coefficient values of 0.902 for environmental concern and environmental degradation control, 0.914 for environmental knowledge and environmental degradation control and 0.620 for altruism and environmental degradation control in the test results of hypotheses 1, 2 and 3 at corresponding alpha values of  $0.036 \leq 0.05$ ,  $0.022 \leq 0.05$  and  $0.004 \leq 0.05$ . These analysis results showed very strong positive linear relationship between the predictor and response variables in hypotheses 1 and 2 and strong positive linear correlation between the predictor and response variables in hypothesis 3. The study therefore recommends that firms, customers, consumers, non-governmental agencies, policy makers, government and every other stakeholder should be environmentally conscious and committed to environmental friendliness for environmental sustainability. Government and firms should intensify efforts to create intense environmental awareness and knowledge in televisions, radios, public places and through social media channels to reach to wide audience on green practices, as well as sensitizing the people on the need for green products, green production and green consumption to maintain a healthy life environment. Environmental stakeholders should exhibit altruistic behaviour to promote pro-environmental behaviour and environmental welfare of others for sustainable environment. Government's support and commitment for environmental friendliness and sustainability through its policies and laws is a necessary option to enhance environmental consciousness, knowledge and altruistic behaviour.*

**Keywords:** Environmental Degradation Control, Green Entrepreneurial Marketing, Psychographic Influence, Nigeria.

### **Introduction and Research Problem Statement**

Green entrepreneurial marketing is an aspect of marketing of products and services that are environmentally friendly and safe. The green entrepreneurial marketing also known as ecopreneurship is a green practice of promoting products and services that have sustainable positive impact on the environment. Ecopreneurship is becoming more popular as many people around the world become more concerned about global warming on business operations and environmental issues. This aspect of entrepreneurship and marketing incorporate broad range of activities that focus on product and service modification, innovative production and service process, sustainable product and service packaging and ethical advertising.

The consciousness about the need to protect the environment has gained ground as tasks involve in the environmental protection are being conducted globally (Cousins et al., 2019; Kraus et al., 2020; Nekmahmud, 2022). Some studies have shown that the conduct of many firms in different parts of the world have negative environmental impact signals such as air pollution, water pollution, waste, emission and spillage cause acid rains, depletion of the ozone layer and the degradation of the land (Çankaya & Sezen, 2019; Cousins et al., 2019; Kraus et al., 2020). It therefore demands paying a high ecological price for its rapid economic growth and to correct the worsening pollution and an accelerating depletion of many critical resources (Kraus et al., 2020).

Green entrepreneurial marketing is the holistic marketing concept that connotes green consumption behaviour that aims at sustainable environment. These are consumers who are socially responsible and who see environmental protection as key in their consumption experience. These consumers see the environment as worth being sustainable and they translate this into their consumption behaviour by buying or consuming biodegradable or recyclable products that will not litter or pollute their environment. Environmentally friendly, environmental marketing, ecological marketing, green marketing or ecopreneur marketing is the marketing of products that are presumed to be environmentally safe. It is a process of marketing environmentally friendly products and services.

Green products are seen as products that are recyclable, reusable and biodegradable. Such products are made with natural ingredients and it contains recycled contents, non-toxic chemical that do not harm or pollute the environment. Khan et al. (2019) avers that green practices are fundamental initiatives that increase ecological benefits and firm sustainability. Kraus et al. (2020) argues that firms that are adopt environmental practices and concentrate on approaches to minimize environmental issues offer products and services with less toxic materials and can be recycled or use fewer packages to reduce its environmental impacts. Bhardwaj et al. (2020) view green products as products with an alternative design of environmental benefits. This present study revolves on the need to promote green products to enhance the conservation of natural resources and sustainable development.

Green consumption behaviour or ethical consumption behaviour is a political, religious, spiritual, environmental, social and other factors that influence the choice of products over another. It is referred to that behaviour of consumers that result in the course of purchase and



consumption of the products that are related to the environment in the process of satisfying their needs and at the same time concerns the welfare of the society (Dangelico, 2016). Das and Ramalingam (2019) opine that green consumption buying behaviour is an environment friendly behaviour that focuses on the consumption of products that are beneficial to the environment, recyclable or conservable, sensitized to ecological concern. Wang (2017) opines that green purchases refer to purchasing products that focus on production, distribution, consumption and disposal of products that have less detrimental impact on the environment and are environmentally friendly. Consumers see the products and environment as being sustainable and they translate this into consumption behaviour, buy and consume biodegradable or readable products that will not litter or pollute the environment.

Selamat and Buang (2018) pose that green consumers are consumers who have environmental concern, take initiative to consider the environment in purchase decisions and convert their behaviour to environmentally friendly behaviour while the green product is a product which contributes to a more sustainable world by protecting and preserving natural habitat and will not pollute the earth or deplete, natural resource, natural resources. The core idea of green consumption is to create awareness among consumers towards environmental issues relating to their role in helping the environment if they switch over to green lifestyle. It covers green product recycling of materials, the protection of the environment and preservation of species. Many countries have been promoting sustainable green living concept. For instance, in China, there are about 200 enterprises that had obtained environmental labelling certification and these firms sell eco-friendly products (Aziz & Yani, 2017).

Lotfi et al. (2018) posit that green entrepreneurial marketing has the essential motivation to encourage firms in different industries to focus on creating and adding value at all levels of the value chain. Ecologically conscious consumers consider the ecological impact of a product or services which helps in making daily decisions on purchases. Das and Ramalingam (2019) aver that green entrepreneurial marketing is a tool for sustainable development and it is used for strengthening brand image. Green entrepreneurial marketing creates environment harm free products, reduces environmental degradation and prevents eco-harm through the adoption of environmentally friendly products (Dahhan & Arenkov, 2021).

Aziz and Yani (2017) argue that green issue is a worldwide issue that has become popular in the 21<sup>st</sup> century for both companies and consumers. Many organizations and clients around the world are more informed and proactive about environmental issues. The adaptability, compatibility and relative advantage remain the hiccups to the successful application of green entrepreneurial marketing. Extant research reports have shown that green practices positively impact on environmental sustainability (Mert & Muharem, 2018; Clark et al., 2019; Rehman et al., 2023) and green cultural practices enhances environmental performance (Garcia-Machado & Martinez-Avila, 2019). In many parts of Nigeria, people of different classes dispose of their waste indiscriminately and this contributes significantly to environmental degradation. The major sources of environmental degradation in Nigeria constitute industrialization, biodiversity loss, environmental pollution, improper disposal of waste products, inadequate provision of refuse bins for disposal of refuse and littering of animal

dropping. Apart from poor economy, healthcare, unemployment and crime in many societies including Nigeria, the severity of the environmental problems ranked high. This calls for environmentally friendly services and products from businesses that engage in environmentally friendly production (Panda, 2024). There is need and value for green or environmental marketing as the growing awareness about the implication of global warming, non-biodegradable waste and harmful effect of pollutants call for business organizations, marketers and consumers to be sensitive to the need for the switch into green products and services (Rehman et al., 2023; Panda, 2024). It is on this premise that the present study examines the psychographic influence of green entrepreneurial marketing on environment degradation control in the Federal Capital Territory, Abuja, Nigeria.

### **Research Objectives**

The specific objectives of this study are to:

- (i) Examine the effect of environmental concern on environmental degradation control.
- (ii) Determine the nexus between environmental knowledge and environmental degradation control.
- (iii) Assess the impact of altruism on environmental degradation control

### **Hypotheses Development**

The study seeks to validate the following null hypotheses:

- (i) Environmental concern does not have significant effect on environmental degradation control
- (ii) Environmental knowledge has no significant nexus with environmental degradation control
- (iii) Altruism has no significant impact on environmental degradation control.

### **Literature Review**

#### **Conceptual and Theoretical Framework**

Globally, the number of published papers on green practice has continued to be on the increase. Environmental sustainability is a concern in both developed and emerging economies (Khalique et al., 2020). This study has observed that green entrepreneurial marketing practice has become an issue of concern to consumers, firms, scholars and governments in different continents of the world. Prior studies conducted by Lotfi et al. (2018) and Rehman et al. (2023) have shown that organizations adopt green practices to address environmental issues.

Environmental issues in the conduct of business necessitated the emergence of green entrepreneurial marketing. The issues related to environmental protection is a priority and thus companies are encouraged to produce and offer ecological and environmentally-friendly products and services to reduce the wide spread of environmental issues. The intense competition among firms and the need to remain competitive have geared the behaviour of firms and consumers towards environmentally friendly. Aziz and Yani (2017) observe that the global scenario on green entrepreneurial marketing in the 21<sup>st</sup> century propels all stakeholders

including firms, consumers, and government to implement the concept of green products in their production and consumption functions to achieve sustainable development.

The comparative analysis of environmental sustainability between developed economies and other nations of the world is on the pedigree of environmental concern. The governments, business organizations, non-governmental agencies and individuals have long taken proactive steps in managing environmental issue as it affects human lives while many other economies around the world are saddled with plethora of green issues and problem of economic growth and development. Clark et al. (2019) express that the concern for environmental sustainability in many developed nations has taken a back seat as the emphasis is place on economic growth. Lotfi et al. (2018) posit that consumers with high level of environmental concern are more likely to engage in green purchasing behaviour. Mallika and Raja (2021) assert that environmental concern is a non-dimensional construct ranging from unconcerned about the environment at the low end to concern at the high and as measured by new environmental paradigm.

Environmental concern is the consciousness of the people over environmental related issues; it is the green conscious behaviour of firms, customers and government and other stakeholders on the ecological system. It is the fundamental pillar of environmental management. Ahmad et al. (2021) aver that ardent concern for environment is one of the mechanisms to facilitate effective environmental management to achieve the United Nation 2030 agenda for sustainable development. Pronello and Gaborieau (2018), Sousa et al., (2021) emphasize that the gravity of emerging environmental challenges has made concerned stakeholders worldwide to be committed to environmental solutions. The high propensity of pro-environmental concern and behaviour of firms, consumers or customers, policy makers, governments at all levels facilitate environmentally friendly behaviour. With the rapid rise in green practice issues, environmental concern efforts are being intensified to minimize environmental impact associated with product and service offerings. Environmental concern has significant impact on the consumers' intention to buy green product; the more consumers are aware about the societal and environmental issues, the more they are involved in pro-social and pro-environmental behaviour (Simiyu et al., 2022).

Environmental knowledge also known as environmental awareness has cognitive knowledge and affective components that impact on human behaviour in the environment. The knowledge of relevant environmental concepts, environmental matters and action strategies may be used for solving environmental problems (Wang, 2017). Studies conducted by Tripathi and Singh (2016) posed that environmental knowledge has significant and positive impact on the attitude towards environmentally sustainable products. Sensitivity to environmental issues is a general knowledge of facts, concepts and relationship concerning the natural environment and its major ecosystems. Environmental awareness is prelude to environmental behaviour (Simiyu et al., 2022).

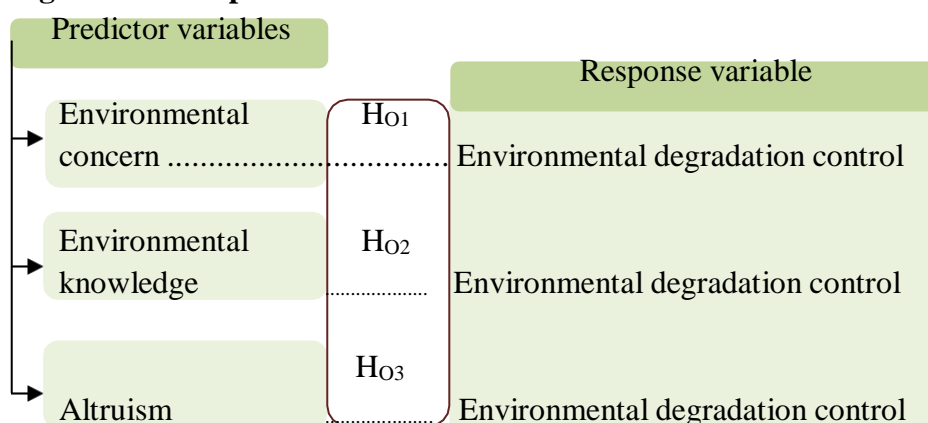
Altruism is a subset of pro-social behaviour which suggests that pro-environmental behaviour becomes more probable when an individual is aware of harmful consequences to others and

when that person takes responsibility for changing the offending environmental condition. Altruism that concerns the welfare of others and the non-human elements of the environment influences the purchase behaviour of green products. Geng et al. (2017) note that social influence is an important motivator for shaping sustainable consumption behaviour; it has a significant positive impact on consumption behaviour. The study results of Simiyu et al. (2022) reveal that social influence strongly impacts environmental knowledge; both variables significantly predict pro-environmental behaviour; environmental knowledge mediates the relationship between social influence and pro-environment behaviour; social influence and environmental knowledge have a strong influence in cultivating pro-environmental behaviour.

The research finding of Simiyu et al. (2022) reveal an indirect effect model of environmental knowledge on social influence and pro-environmental. The environmentally friendly behaviour seeks to minimize the adverse effects of one’s activities on the ecological system and the pro-environmental actions are motivated by the social groups, environmental knowledge, value system and environmental concern (Esfandiar et al., 2020; Wong et al., 2021).

From the conceptual review of related literature in line with the study’s objectives and hypotheses development in section 2 and 3, the researcher developed a conceptual framework that x-rayed the picture of the structure of the study.

**Figure 1: Conceptual Framework**



**Source:** Authors’ conceptualisation.

In the above model, environmental concern, environmental knowledge and altruism are proxies for the predictor variable of the present study whereas environmental degradation control is the proxy for response variable. This model explains the nexus between the predictor variables and response variable, which the study navigates on.

For the theoretical framework of the study, it is anchored on the Theory of Planned Behaviour (TPB) advocated by Ajzen in 2002. The theory posits that behavioural intention is influenced by environmental concern, environmental knowledge and pro-environmental behaviour or altruism. This theoretical framework holds that environment behaviour is caused by environmental consciousness or concern, environmental knowledge or awareness and pro-social influence or altruism. The study hinges on this theory to explore the green consciousness,

knowledge and pro-environmental behaviour of environmental stakeholders for enhanced sustainable ecological system. Within the research focus, the theory addresses the issue of green production, green service value creation, non-consumption green behaviour and post consumption green behaviour. The implication of the theory of planned behaviour is that it furthers the understanding of the phenomenon of the study.

### 3.0 Methodology

This study adopted descriptive survey research design. This research design offers opportunity to researchers to gain an understanding of the respondents' perspectives in relation to the phenomenon of the study; use survey to gather useful information and quantitative data about the subject being investigated and finds explanation to the research problem.

Primary data were used for the study. The data were gathered with the aid of structured questionnaire, scaled on a five-point Likert scale. The items in the questionnaire were structured in line with the research framework. The target population for the study was the autonomous adult consumers in the Federal Capital Territory (FCT), Abuja, Nigeria. The sample for the study was determined through probability sampling technique. A total of 384 respondents across the study area were sampled from the infinite population of the study while 366 respondents, representing 95.31% retrieval rate returned copies of questionnaire with responses that were used for analysis. Demographic characteristics were analyzed with frequency and percentage statistical tools. Pearson correlation matrix statistical tool was used for the test of hypotheses with the aid of Statistical Package for the Social Sciences (SPSS) version 25.

As part of the ethical consideration, the consent of the participants was sought and their right to participate or not was respected. The participants were informed that they had the right to withdraw from the exercise if they wish at any stage of the research work. The data collected were treated with utmost respect and confidentiality. No participant's name, address and phone number were required to complete the questionnaire.

### 4.0 Results, Discussion and Contribution to Knowledge

**Table 6.1: Demographic characteristics of the respondents (n=366)**

<b>Demographic profile</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>		
Male	197	54
Female	169	46
	<b>366</b>	<b>100</b>
<b>Age</b>		
Under 18 yrs	55	15
18 – 28 yrs	81	22
29 – 39 yrs	124	34
40 – 50 yrs	73	20
Above 50 yrs	33	9

	<b>366</b>	<b>100</b>
<b>Marital status</b>		
Married	216	59
Single	135	37
Separated	15	4
	<b>366</b>	<b>100</b>
<b>Educational qualification</b>		
FSL	52	14
Junior High School (JHS)	65	18
Senior High School (SHS)	181	49
University Degree	58	16
Others (Post Graduate degree)	10	3
	<b>366</b>	<b>100</b>
<b>Occupation</b>		
Organised	98	27
Unorganized	20	5
Employed	188	51
Self Employed	50	14
Unemployed	10	3
	<b>366</b>	<b>100</b>
<b>House Ownership</b>		
Own a house	197	54
Not own a house	169	46
	<b>366</b>	<b>100</b>
<b>Income</b>		
N50,000 - N100,000	100	27
N101,000 - N150,000	68	19
N151,000 - N200,000	71	19
N201,000 and above	127	35
	<b>366</b>	<b>100</b>

**Source:** Field survey

Table 6.1 provides an overview of the demographic and socio-economic characteristics of the respondents. 54% of the respondents, which represents 197 participants, were males while 46% who participated in the survey were females. These respondents were representation of the consumers used for the study in estimation of the household green consumption patterns and psychographic influence of green marketing on environmental degradation. With regards to the age distribution, 15% of the respondents were below the age of 18 years 22% of these respondents are within the age range of 18-28 years; 34% were within the age bracket of 29-39 years, 20% of these respondents fell between the ages of 40-50 years, whereas 9% of the respondents were 50 years and above. For the marital status, 59% of the respondents were married; 37% of these respondents were single while 4% were separated. The greater percentage of the respondents 49% (181) had senior secondary education; 18% (65) junior

secondary education; 16% (58) university education; 14% (52) primary school education and 3% (10) post-graduate education. The statistics of occupation of respondents revealed that 27% of the respondents were in organized occupation; 5% were in unorganized occupation 51% employed occupation, 14% self-employed and 3% unemployed. Data on house ownership indicated that 54% of the respondents owned houses while 46% do not own houses. The income status statistics showed that 27% of the respondents earned monthly income of  $\geq$ N50,000 and  $\leq$  N100,000; 19%  $\geq$ N100,000 and  $\leq$ N150,000; 19%  $\geq$ N151,000 and  $\leq$ N200,000; 35% earned  $\geq$ N201,000.

**Table 6.2: Pearson correlation matrix test of hypotheses**

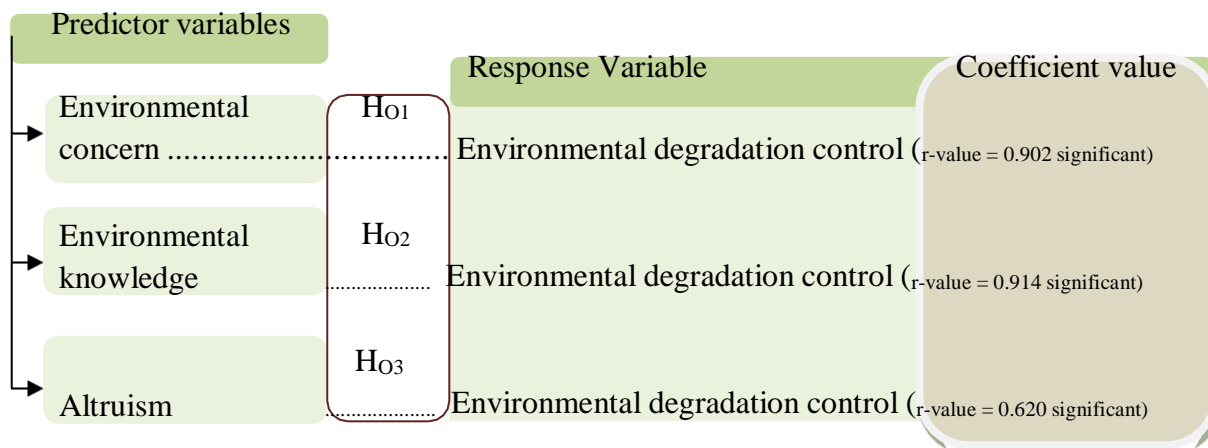
		Environmental concern	Environmental degradation control
Environmental concern	Pearson correlation	1	.902(**)
	Sig. (2-tailed)		.036
	N	366	366
Environmental degradation control	Pearson correlation	.902(**)	1
	Sig. (2-tailed)	.036	
	N	366	366

		Environmental knowledge	Environmental degradation control
Environmental knowledge	Pearson correlation	1	.914(**)
	Sig. (2-tailed)		.022
	N	366	366
Environmental degradation control	Pearson correlation	.914(**)	1
	Sig. (2-tailed)	.022	
	N	366	366
		Altruism	Environmental degradation control
Altruism	Pearson correlation	1	.620(**)
	Sig. (2-tailed)		.004
	N	366	366
Environmental degradation control	Pearson correlation	.620(**)	1
	Sig. (2-tailed)	.004	
	N	366	366

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

**Source:** Statistical output.

**Figure 2: Test result model**



**Source:** Authors’ test result model.

Table 6.2 is the results of test of the hypotheses of the study. The statistical tests for the response variable (dependent) and predictor (independent) variables of the study were conducted and measured at 0.01 significance level and standard alpha value  $\leq 0.05$  for statistically significant.

The test result of hypothesis one showed Pearson’s coefficient value of 0.902. At 0.01 significance level and alpha value of 0.036 (2-tailed), the correlation result was statistically significant. The Pearson’s r-value of 0.902 depicted significant positive strong correlation between environmental concern and environment degradation control. Based on this result, the proposed null hypothesis is rejected and the alternate hypothesis that environmental concern has significant effect on environmental degradation control is upheld. Thus, the result of this study agrees with the research findings of Ahmad et al. (2021), Sousa et al., (2021) that environmental concern has strong relationship with green production, consumption behaviour and environmental solutions. Also, this result is in congruent with the study result of Simiyu et al. (2022) that environmental concern has significant impact on the consumers’ intention to buy green product; the more consumers are aware about the societal and environmental issues, the more they are involved in pro-social and pro-environmental behaviour

For test of hypothesis two, environmental knowledge and environmental degradation control had Pearson’s coefficient value of 0.914 that was significant at 0.01 significance level and alpha value of 0.022 (2-tailed). The result indicated significant positive strong relationship between the independent variable (environmental knowledge) and dependent variable (environmental degradation control). With this result, the null hypothesis is rejected and the alternate hypothesis that environmental knowledge has significant nexus with environmental degradation control is accepted. This result tallies with the research report of Tripathi & Singh (2016) that environmental knowledge has significant and positive impact on the attitude towards environmentally sustainable products.

At 0.01 significance level and alpha value of 0.004 (2-tailed), the test result of hypothesis three for altruism and environmental degradation control was found statistically significant. Pearson’s r-value of 0.620 was obtained, which gave the direction of relationship between



altruism and environmental degradation control. The value 0.620 signified significant and strong positive relationship between the two variables. With the 0.620 Pearson's r-value, altruism accounted for 62% influence on environmental degradation control, meaning that the independent variable had significant positive impact on environmental degradation control. Hence, the null hypothesis is rejected and the alternate hypothesis that altruism has significant impact on environmental degradation control is accepted. This result is in line with research results that social influence is an important motivator for shaping sustainable consumption behaviour and it has significant positive impact on consumption behaviour (Geng et al. (2017). Again, the result is in agreement with the research reports of Simiyu et al. (2022) that social influence strongly impacts environmental knowledge; both variables significantly predict pro-environmental behaviour; environmental knowledge mediates the relationship between social influence and pro-environment behaviour; social influence and environmental knowledge have a strong influence in cultivating pro-environmental behaviour.

Arising from these research findings, the study has contributed to knowledge by estimating statistical relationship that exists between indicators of green entrepreneurial marketing and environmental degradation control in the Federal Capital Territory (FCT), Abuja, Nigeria. The results of this study have provided direction for future research studies in other mega cities and state capitals in Nigeria. The study has offered a baseline for comparative studies of green entrepreneurial marketing practice and environmental control within domain of the Nigeria environment. The test results model derived from the correlation matrix is another contribution to knowledge provided by this study.

## **5.0 Conclusion and Recommendations**

In this study, literature on psychographic influence of green entrepreneurial marketing on environmental degradation control was reviewed to expose the research direction. The study adopted a descriptive survey research design. The findings proved that environmental concern, environmental knowledge and altruism had a significant positive linear effect on environmental degradation control in the Federal Capital Territory (FCT), Abuja, Nigeria. Based on the results of the findings, the study concludes that environmental degradation can be controlled through environmental concern, environmental awareness and altruistic behaviour.

In line with the major research findings, the study recommends that firms, customers, consumers, non-governmental agencies, policy makers, government and every other stakeholder should be environmentally conscious and committed to environmental friendliness for environmental sustainability. Government and firms should intensify efforts to create intense environmental awareness and knowledge in televisions, radios, public places and through social media channels to reach to wide audience on green practices, as well as sensitizing the people on the need for green products, green production and green consumption to maintain a healthy life environment. Environmental stakeholders should exhibit altruistic behaviour to promote pro-environmental behaviour and environmental welfare of others for sustainable environment. Government's support and commitment for environmental

friendliness and sustainability through its policies and laws is a necessary option to enhance environmental consciousness, knowledge and altruistic behaviour.

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