
Green Marketing: The Enviropreneur and Compliance Marketing Approaches for Predicting Sustainable Industries in South-South Nigeria

by

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Abstract

The general purpose of the study was to predict the relationship between enviropreneur marketing approach, compliance marketing approach of green marketing, and sustainable industries in South-South Nigeria. The study adopted a descriptive survey research design and was conducted in the six States of South-South, Nigeria. The population for the study was 330 made up of 165 marketing lecturers and 165 managers of registered manufacturing companies in South-South Nigeria. No sample was adopted due to the manageable size of the population. Two researcher-made instruments were used for data collection in this study. These were Green Marketing Questionnaire (GMQ) with 36 items and Sustainable industries Scale (CSS) with 25 items. The instruments were structured on a four response options of Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD) with values of 4, 3, 2, and 1 respectively. The instruments were face-validated by five experts and were subjected to reliability test. Cronbach Coefficient Alpha method was used to analyze the data obtained from the two instruments. The results of the reliability estimate were 0.90 and 0.82 respectively for the two instruments. The data collected for the study was analyzed using mean, standard deviation and linear regression statics. It was found that enviropreneur and compliance marketing approaches of green marketing predict sustainable industries in South-South Nigeria. Based on the findings of the study, it was recommended amongst others that manufacturing companies adopting green marketing should provide ecological products which would not harm the environment but protect I by adopting enviropreneur and compliance marketing approach of green marketing, for sustainable industries.

Keywords: Green marketing; Enviropreneur marketing; Compliance marketing; Sustainable industries.

Introduction

Manufacturing companies in South-South Nigeria play an important role in growing a nation's economy. They are involved in the fabrication, processing, or transformation of products materials into finish or intermediate goods (Abanyam, 2019). Most manufacturing companies in South-South Nigeria belong to a body known as Manufacturing Association of

Nigeria (MAN). These companies cut across building and decoration, agriculture, oil and gas, energy and environment, chemical, auto parts and vehicles, business services, computer, sports and outdoor, time pieces and jewelries and transportation. Though these companies create employment, investment capital, and generate revenue to the government, they have bad opt green marketing criticized for poor

handling of environmental related issues, which have become major concern for any company that intends to succeed in the face of stiff competition.

Over the last decade, environmentalism has emerged to be an imperative business movement due to increasing issues related to acid rains, depletion of the ozone layer, degradation of the land and many more hazardous environmental issues (Dhiraj, 2014). One of the major sources of environmental degradation in South-South Nigeria comes from manufacturing companies either in form of environmental pollution, waste from the product or product packages. Fernando (2014) observed that the spread of indecomposable products in landfill sites has led to environmental degradation. While consumer attitude in term of improper disposal of product wastes promotes environmental degradation, which can be reduced when manufacturing companies adopt green marketing.

Green marketing, according to Dhiraj (2014), is the marketing of environmentally friendly products and services. Belz and Peattie(2009) refer to green marketing as the marketing of products that are presumed to be environmentally safe. It involves a holistic marketing concept where the production, promotion, distribution, consumption and disposal of products and services are less detrimental to the environment. As such, green marketing builds on a broad range of activities, ranging from product modification, changes to the production process, packaging changes, as well as informative advertising.

Most manufacturing firms place little importance on the role of the natural environment in developing green marketing strategies in business decisions. Hence, Worster (2013), Sale (2013) and Tucker (2010) posited that environmental concerns have begun to redirect the platform in which global organizations compete. The demands and influences of the environmental movement are evident in the size of the environmentally conscious marketplace (Varadarajan, 2012). In addition, the growing regulatory concerns over

the environmental impact of business practices have begun to influence marketing approaches. As such, Stopford and Baden-Fuller (2014) asserted that a corporate entrepreneurship philosophy such as *enviropreneur marketing* is advocated.

Enviropreneur marketing stipulates that corporations can reduce environmental problems through innovation by finding new ways to produce, package, and deliver goods and services to consumers and disposing or recycling the wastes created in the production or consumption of these goods or services (Coddington, 2013; Mirvis, 2014). Hence, in adopting this approach, there are certain regulatory marketing practices that must be complied with. Complying with marketing practice involves the adherence to standards, laws or regulations which protect consumers from been deceived, lied to, or misled by businesses. These compliance laws also ensure that a person's privacy rights are protected and that they have an option regarding which type of information a brand collects and how they communicate with that business. [Every member of the marketing team](#) should have a general understanding of these compliance standards. Meeting these guidelines will not only protect the public reputation and integrity, but has the capacity to save the company from making some costly marketing mistakes (Worster, 2013).

Many firms have seen compliance with environmental legislation as an opportunity to promote their green potentials. Hence, there have been cases of companies promoting and distributing harmful products unsuspecting customers on the grounds that they are adhering to marketing and environmental regulations. This attitude exhibited by some companies emanate from the fact that compliance marketing is green marketing in a very conservative guise – the firm seeks to travel the path of least change and will only go beyond compliance when there is a very real expectation of imminent legislation (Abanyam, 2019). Interestingly, those companies in Nigeria embracing green marketing are involved in practices that ensure industries sustainability. Thus, small scale business owners,

entrepreneurs, companies, organizations, and all marketing and environmental stakeholders are expected to adopt enviropreneur marketing by supporting the transition from unsustainable practices to more friendly business practices. The understanding of the role enviropreneur marketing plays, as well as adequate compliance with green policies and processes, hold a competitive advantage in sustaining industry practices in Nigeria.

An increasing emphasis on green marketing by the society have propel researchers to incorporate sustainability elements into company's marketing strategies (Banerjee & Kashyap, 2013; Fraj-Andres, Martinez-Salinas, & Matute-Vallejo, 2009; Baker & Sinkula, 2005), market orientation approaches to sustainability (Crittenden, Crittenden, Ferrell, Ferrell, & Pinney, 2011), socially responsible purchasing and distribution policies (Salam, 2009), and green advertising, promotional, and communication practices (Banerjee, Gulas, & Iyer, 2015). In addition, other studies have examined the ways environmental issues can be integrated into the company's pricing tactics to attract customers (Menon, Menon, Chowdhury & Jankovich, 2009) and the design and development of new products (Pujari, 2006). Interestingly, this study will add to literature by predicting the relationship between enviropreneur marketing approach, compliance marketing approach of green marketing, and sustainable industries in South-South Nigeria.

Research Question

The following research question guided the study:

1. What are the relationship between enviropreneur marketing approach, compliance marketing approach of green marketing, and sustainable industries in South-South Nigeria?

Hypothesis

The hypothesis guiding the study was stated as thus:

H₀: Enviropreneur and compliance marketing approaches of green marketing do not significantly predict the sustainability of industries in South-South Nigeria.

Theoretical Framework

The Catapult Theory of Green Marketing

The catapult principle requires that the shooter applies certain techniques in hitting a target, in doing so; the shooter must pull back the catapult string effectively before a target can be achieved. The inability to pull back effectively would lead to missing the targeted goal. This assertion applies in green marketing policy adoption in that, the process of achieving sustainable industries is faced with many challenges (drawbacks), most especially in complying with organizational, governmental and environmental regulations. Manufacturing companies that succeed in complying with these regulations would have achieved the goal of sustainable industries, whereas those companies who find it difficult to comply with these regulations would miss the target, consequently falling off the target of sustainable industries. This study is therefore anchored on the catapult theory of green marketing for direction.

Methodology

The study adopted a descriptive survey research design and was conducted in the six States of South-South, Nigeria. The population for the study was 330 made up of 165 marketing lecturers and 165 managers of registered manufacturing companies in South-South Nigeria. No ample was adopted due to the manageable size of the population. Two researcher-made instruments were used for data collection in this study. These were Green Marketing Questionnaire (GMQ) with 36 items and Sustainable industries Scale (CSS) with 25 items. The instruments were structured on a four response options of Strongly Agree (SA), Agree (A), Disagree (D), and Strongly Disagree (SD) with values of 4, 3, 2, and 1 respectively. The instruments were face-validated by five experts and were subjected to reliability test. Cronbach Coefficient Alpha method was used to analyze the data obtained from the two

instruments. The results of the reliability estimate obtained from 24 respondents were 0.90 and 0.82 respectively for the two instruments. The high reliability indices suggested that the items have high internal consistency in measuring the variables, hence, the instruments were deemed fit to be used for data collection in the study.

The data collected for the study was analyzed using mean to answer the research questions and standard deviation to determine

the closeness or otherwise of the responses from the mean. In taking decisions, any item with a mean of 2.50 and above was considered accepted, while any mean score below 2.50 was taken as rejected. Simple linear regression static was used to test the null hypotheses. Hypothesis of no significant difference was accepted when the probability value was greater than .05 level of significance. Whereas, the null hypothesis was rejected when the probability value was less than 0.05 level of significance.

Results

Table 1

Summary of Mean and Standard Deviation of Responses on the Relationship between Enviropreneur Marketing Approach, Compliance Marketing Approach of Green Marketing, and Sustainable Industries in South-South Nigeria

S/No	Variables	Mean	Std. Deviation	N	remarks
1	Enviropreneur Marketing	2.76	.42	330	Agreed
2	Compliance Marketing	2.94	.54	330	Agreed
3	Sustainable industries	3.12	.47	330	Agreed

Table 1 shows the mean ratings of respondents on the relationship between enviropreneur marketing approach, compliance marketing approach of green marketing, and sustainable industries in South-South Nigeria. The result shows mean responses of 2.76, 2.94, and 3.12, and a standard deviation of 0.42, 0.54

and 0.47 for enviropreneur, compliance marketing approaches, and consumers' sustainability respectively. It therefore follows that the 36 items (Appendix A) measuring enviropreneur and compliance marketing approaches, and the 24 items measuring sustainable industries have positive inputs to achieving green marketing and industry sustainability in South-South Nigeria.

Table 2

Summary of Linear Regression Analysis on the Relationship between Enviropreneur and Compliance Marketing Approaches of Green Marketing on Industry Sustainability in South-South Nigeria

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.23	2	3.62	17.99	0.00
	Residual	65.72	327	0.20		
	Total	72.95	329			

**P<.05; R=.315; R² = .094*Dependent Variable: Sustainable industries; Predictors: (Constant), Enviropreneur Marketing, Compliance Marketing

Table 2 shows that the analysis of variance in the linear regression output produced an F-ratio of 17.99 and a probability value of 0.00 at 392 degree of freedom, was statistically significant at .05 probability level. On the basis of this result, the hypothesis was

rejected. This means that, enviropreneur and compliance marketing approaches of green marketing significantly predict industry sustainability in South-South Nigeria. The result also shows a multiple correlation coefficient (R) of .315 and a coefficient of determination (R²)

of .094. This implies that, 0.09% of the variance in enviropreneur and compliance marketing approaches of green marketing was accounted for in predicting industry sustainability in South-South Nigeria. Thus, 99.91% of the variance in enviropreneur and compliance marketing approaches of green marketing may be attributed to the effect of other variables extraneous to the study.

Discussion of Findings

It was found that the following enviropreneur marketing activities of green marketing have positive relationship with industry sustainability: engaging enviropreneur experts in best procurement practices; packaging/shipping of recyclable, reusable, and bio-degradable materials; encouraging carpooling and other alternative modes of green transportation; developing products with environmental benefits; and utilizing advertisement that promote a green lifestyle by highlighting a product or service. Others enviropreneur related activities in ensuring green marketing practices by manufacturing companies as revealed in the findings are: developing a green transportation plan; encouraging products that are manufactured through green technology and caused no environmental hazards; offering flexible hours, telecommuting or a compressed work week; utilizing teleconference, video conference, webex or GoTo meetings; purchasing carbon offsets; utilizing electric, hybrid, or e-85 fueled vehicles; renting hybrid vehicles; evaluating what the company can do to minimize the environmental costs associated with shipping; updating mailing lists to minimize unwanted mailings; specifying products that can be purchased within a 500 mile radius of the delivery location; develop an environmental policy statement consisting of a commitment to promote environmental stewardship; and the formation of an oversight committee to ensure the success of the environmental policy.

The study further predicts that companies who associate with various environmental organizations, perform an environmental or waste audit, develop web-

based documentation of green initiatives, and promote green pricing initiatives will achieve sustainable industries philosophy. The findings of this study lay credence to the assertions of Abanyam and Uwameiye (2019), Coddington (2013); Hunt and Auster (2010); and Fierman (2011) who predicted that utilizing enviropreneur marketing by companies can improve sustainable industries. Thus, laying claims for the adoption of enviropreneur marketing in companies activities.

The findings of this study also revealed some compliance marketing regulations for safe guiding the production of certain products by manufacturers to include: researching into related legislation, regulatory changes, and compliance management tools; adequate knowledge of target market needs and subsequent changes in their needs; giving enough time to building these changes into the organisation's marketing cycles; individualizing messages that appeal to individuals and targeted groups; and personalizing each message and campaign would ensue sustainable industries. The findings further predicted a positive relationship between complying with green marketing regulations by avoiding making false or misleading claims to make a product or organization appear more sustainable than it really is; being real about what challenges they face in taking on the company's environmental, financial and social responsibility goals; being dependable in sticking to the sustainability initiatives and practices that have been made public whether internally or externally; formation of an oversight committee to ensure the success of the environmental policy; *measuring success or otherwise on continual basis in order to improve* business sustainability; executing green marketing guidelines; and developing a market recycling program and sustainable industries. These findings support the positions of Abanyam (2019), Baydin (2016), Adler (2015), [Lammers](#) (2011) and, Parsons and Maclaran (2009) who in separate studies observed that green marketing regulations touch on every aspect of the marketing process, including the representations and claims an organization may make about its products, services and

competitors, and how often an organization may market to consumers by telephone, e-mail and the Internet, among many others. Hence, most companies are directing their research, development and product management efforts toward developing appropriate product features to meet the command and control-type regulations.

Furthermore, the findings of these study are in line with Maignan and Ferrell (2014), Cronin, Smith, Gleim, Ramirez, and Martinez (2011), who stated that the following activities by manufacturing companies would lead to sustainable industries: the application of environmental criteria purchasing decisions; using green products (recyclable, reusable, non-toxic, bio-degradable, and made from 100% post-consumer recycled materials); price specifications on sustainable products and or locally manufactured products; green product specifications using Electronic Products Environmental Assessment Tool (EPEAT) standards; partnering with sustainable product suppliers who share in the sustainability commitment; combination of green product deliveries with customer visits; consolidating green product deliveries through the use of couriers for local product delivery; and the utilization electronic communications and electronic transfer of documents promote sustainable industries.

The findings also show that the utilization of eco-friendly courier's packaging/shipping materials that include post-consumer waste recycled materials improves sustainable industries. Furthermore, it was revealed in the study that sustainable industries is achieved when packaging and shipping materials are reused until they eventually get recycled; establishment of a sustainability plan that minimizes the need for shipping; adequate description of environmental policy statement; describing how environmental policy statement explores opportunities to work with communities, governments, non-governmental and professional organizations to help articulate and teach the principles of green market; the practice of waste and energy reduction when possible; a well-developed product recycling

program; utilizing a formal energy management system; and formation of a sustainability committee to identify sustainable solutions for companies and consumers ensures sustainable industries.

Other sustainable industries practices which have relationships with sustainable industries as predicted in this study includes: recognizing peers and environmental organizations for providing leadership in sustainability; developing green reference information website; website containing company's sustainability report; and company's membership in various environmental organizations provides assurances to consumers on green products; performing environmental or waste audit improve sustainable industries. Finally, a positive relationship between enviropreneur and compliance marketing approaches by manufacturing companies with sustainable industries was predicted from the outcome of this study.

Conclusion

The study was carried out to predict the relationship between enviropreneur and compliance marketing approaches of green marketing and consumers' sustainability in South-South Nigeria. Based on the findings of the study, it was concluded that applying enviropreneur and compliance marketing approaches of green marketing will lead to sustainable industries.

Recommendations

Based on the findings of the study, the following recommendations were made:

1. Manufacturing company's environmental impact assessment should spans its greenhouse gas emissions, its use of natural resources, the effect of its products on the natural world, and the effect of its employees.
2. Manufacturing companies adopting green marketing should endeavour to always offer ecological products which would not harm the environment but protect it.

3. In communicating with the market, manufacturing companies should emphasize and promote environmental aspects green marketing..
 4. Manufacturing companies should engage enviropreneur experts to help in researching industry best procurement practices.
 5. Manufacturing companies should provide employees involve in an organization's marketing process with basic trainings for better understanding of green marketing laws and regulations and how they impact their day-to-day job responsibilities.
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