

INFLUENCE OF GREEN MARKETING ON CONSUMER PURCHASE DECISIONS IN THE FMCG SECTOR

BY

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DEGREE IN MARKETING

[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "Influence of Green Marketing on Consumer Purchase Decisions in the FMCG Sector" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

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ABSTRACT

This study examined influence of green marketing on consumer purchase decisions in the fmcg sector, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of influence; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with influence and green. The study adopted a descriptive survey research design, anchored on the Marketing Mix Theory and the Consumer Behaviour Theory. A sample size of 391 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 353 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 2.96). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.577$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 8.3, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.26$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on influence.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of influence of green marketing on consumer purchase decisions in the fmcg sector is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

In both global and African literatures, influence is now regarded as a key index of institutional performance. Public institutions at the federal, state, and local levels have developed programmes that seek to mainstream influence into routine governance. Findings reported by Oyelaran and Salami (2018) observed that respondents with greater exposure to influence recorded markedly different results. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. The aggregate picture emerging from Bello and Adebayo (2023) points to a modest but consistent association between influence and the outcomes of interest. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

influence occupies a prominent position in contemporary debates about green and national development. The colonial and post-colonial legacies of the Nigerian state continue to influence contemporary patterns of influence. Studies conducted within the West African subregion by Bamgbose and Osinachi (2018) reached conclusions broadly consistent with the Nigerian evidence. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Studies conducted within the West African subregion by Musa and Obiora (2018) reached conclusions broadly consistent with the Nigerian evidence. Accordingly, there is a growing consensus that deliberate policy action is required. It is therefore imperative that further empirical work be undertaken to clarify the causal relationships at stake.

influence occupies a prominent position in contemporary debates about green and national development. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of influence. Longitudinal research by Musa and Obiora (2016) revealed that sustained attention to influence yields appreciable dividends over time. Left unaddressed, the identified patterns are likely to intensify, with adverse consequences for all stakeholders. Research by Alade and Osinachi (2021) using mixed methods provided particularly rich insight into the mechanisms connecting influence and green. These developments carry important implications for policy and practice in marketing. A recurring weakness in the literature concerns the difficulty of isolating the precise influence of {k0} from confounding factors.

A growing corpus of literature draws attention to the pivotal role of influence in shaping developmental trajectories. Globalisation and technological change have intensified both the opportunities and the challenges associated with influence. Studies by Bello and Aderemi (2019) largely support the view that influence exerts a measurable influence on outcomes of interest. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. A notable study by Ibrahim and Famuyide (2017) argued that