

# EXPLORING CONSUMER PERCEPTION TOWARDS GREEN CONSUMERISM IN LAGOS STATE NIGERIA

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## ABSTRACT:

In today's consumer dominated era, the curiosity and consumers perception towards green products consumption is evidence to be on the increase due to consumers' behavioral changes and environmental consciousness couple with the recent pandemic that resulted in global economic shock and environmental problems. All these have caused a paradigm shift in consumer buying behavior and perception about green product and green consumerism in Lagos State. This study seek to explore consumer perception towards green consumerism in Lagos State, Nigeria. The study employs survey research design, through the administration of structured questionnaire on a purposely selected 200 respondents who are actively involved in green activities or green consumers in Lagos Nigeria. The findings reveal that consumer environmental knowledge and perceived values positively enhance the consumer's perceptions about green consumerism, the joint effects of these antecedents have also induced positive changes about the acceptability of green products by the consumer's. It is therefore concluded that these independent factors couple with the after effect of the pandemic have positively improve the consumer's perception and knowledge of green consumerism. It is recommended that the government should formulate eco-friendly policies on green activities and the manufacturing outfits should embrace the production of wholesome green products that will improve the consumer's wellbeing and achieve sustainable environmental performance.

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## 1. Introduction

Green consumerism and green marketing concept have been a subject of debates among scholars in recent time as going green is slowly and steadily becoming the symbol of eco-consciousness among consumers. Growing awareness among consumers about healthy life-style and protection of natural resources has become the integral part of the consumers' perception most especially with the after effects of Covid-19 pandemic globally which have also enhanced a paradigm shift in consumer perception towards green consumerism and this has resulted to stifled socio-economic development across the globe. This has also resulted to a shift in consumer buying behavior, panic buying (base on health consciousness) and preference for organic and green products (Gurusamy, 2013; Shweta & Abdin, 2020). Worldwide realization of the importance preserving environmental health triggered major changes in economics, regional and global policies, and social behavior and citizens mentalities as well and the need to escape the danger of these environmental hazard a new phenomenon upsurge regarding products in marketing discipline called Green Products increasingly been popularized (Amit, Arunesh, Stir, Yuvraj & Chengzi, 2020). As green products steadily getting its space in the market, green consumerism is generated and those people who started to demand for the environment-friendly goods and services in lieu of traditional products were called green consumers. The growing awareness among the consumers all over the world about environmental consciousness is the result of the present generation's altitude aim at bequeaths a clean earth to their offspring. Various studies by environmentalists indicate that people are concerned about the environment and are changing their behavior pattern because most of them feel that environment-friendly products are safe to use and as a result of these, manufacturers and marketers are taking the cue and are all going green (Kolk & Pinkse, 2005). Consumer perception is concerned with the way stimuli such as commercial messages, advertisements and packaging are interpreted. Products, messages and images are not always perceived in the manner intended by the marketer. "Go Green" is one of the imperative social developments so far started in other to respond to many negative environmental impacts including loss of natural resources, air and water pollution, climate change leading to global warming, life-threatening diseases, and extinction of species (Bahera, Ratna & Reddy 2005, Kolk & Pinkse, 2005.). Recently, there is a higher demand for environmentally friendly method of production and herbal products due to biological parity, request eco-accommodating items to monitor the environmental issues (Vijaya,

2014). These new trend in the demands for green products have led to the necessity to understand the customer's perception towards green consumerism. Green products are normally recognized by having two essential objectives namely waste minimization and optimization of resource utilization (Sharma & Joshi, 2017, Amit, et al 2020). They are processed by using ingredients which are toxic free and environmentally sustainable practices and are certified by regulatory bodies and health related council (Sharma & Joshi, 2017). These materials have key characteristics like recyclability, reusability along with biodegradability, basically in line with the three R's of environmentalism such as, Reduce, Reuse and Recycle as postulated by Vijaya (2014). More advanced technology is now been implemented, thicker enforcement is been taken against deceptive claims, strict and new regulations from the government and a thorough and detailed inspection from various environmental organizations and the media are bringing the positive change in consumers' attitude and their perception regarding green.

The recent global pademic introduced many changes drastically in Nigeria and most countries around the world and however, countries across the globe have taken appropriate and neccesary steps (Graham-Harrison, 2020) and its following consequences have led to changes in consumer perception, as indicated by a Nielsen investigation (Nielsen, 2020). In other to reflect these behavioural changes been experienced and the need to escape this environmental hazard brought an upsurge regarding acceptability of a products in marketing discipline called Green Products. And this now have resulted in green products steadily getting its space in the market arena and green consumerism generated and those people who engage in the demand of these environmental-friendly goods and services in lieu of traditional products were called green consumers. The rise of green marketing is rapid and awareness of Nigeria customers is also increasing with respect to various initiative and availability of varieties of green and herbal related products. Thus, the current study will exploit the extent to which environmental knowlegde, perceived benefits, situational factors and social influence trigger purchase behaviour and influence consumers' intention towards green products and green consumerism.

### **Statement of the problem.**

The upsurge regarding the acceptability of products in marketing discipline called Green Products which have now resulted in green products and green activities steadily getting its space in the

marketing arena and green consumerism generated, and this have become an important global concern for safeguarding the environment. Many individuals, organizations today have been involve in the production and marketing green products, engage in green activities and even marketing themselves as green organizations due to the shift in the preference of the consumers worldwide. However, not much research with respect to green consumerism has been done in Lagos, Nigeria and there is question about the perception of consumers towards green products and awareness of green consumerism among the populace. The perception of consumers towards green consumerism and the relationship between the consumer perceived values and consumer behavioral intention is also questionable. Hence, it is important to understand the consumers' perceptions towards the green consumerism in cosmopolitan Lagos. This study aims to resolve the research question that does factors as environmental knowledge, situational factors, perceived value and social influence the consumer perception to buy the green product or go green.

### **Objective of the Study**

- i. To find out if environmental knowledge and situational factors change consumers' perception towards green consumerism.
- ii. To determine how perceived benefits and social influence affect consumer behavioral intention in green consumerism.

### **Statement of Hypotheses**

In line with above statement of objectives the following hypotheses are formulated:

H<sub>01</sub>: Environmental knowledge and situational factors influence affect consumers' perception towards green products and green consumerism

H<sub>02</sub>: Perceived benefits and social influence trigger green consumerism and purchase behavior.

## **2. Conceptual Review**

### **2.1 Concept of Green Consumerism**

A green consumer is an individual who actually wants and knows how to satisfy his or her needs in the everyday life causing nothing or little as negative possible impact on the environment. Anderson and Cunningham (1972) who were the pioneers in profiling green consumers

characterized them as individuals that not only intend to satisfy their personal needs, but also are concerned about the welfare of society and the environment, Green consumer behavior is the behavior of an individual who considers environmental or social issues while making purchasing or non-purchasing decisions. Green consumerism is often discussed as a form of 'pro-social' consumer behavior (Wiener & Doesher, 1991). Antil (1984) also see it as the behaviour that is socially conscious or socially responsible that also involves an 'environmentalist' perspective and may thus be called 'environmentally concerned consumption' (Schlossberg, 1991, Henion & Wilson, 1976). Marketers can limit the ecological effect related with the consumption of a product and service by altering the source of the materials, observing the carbon foot-print, packaging, labeling options, developing pricing options and sustainable distribution channels (Kotler, 2011). Previous studies recommend that buyers are conflicted toward green products which means they all have both positive and negative assessments about those products (Chang, 2011). Related research proposes that product trial and merchandizing have also helped to achieve the increased preference of green products by the modern-day consumer (Ashley, 2012).

In a survey conducted by national Geographic society and Gobescan, in 2017 determined the consumers' green attitude termed as "consumer Greendex". The study implies that India, Brazil and China were the top countries with the highest level of scores for consumer green attitude. It was also found that developed and industrial countries like USA, Russia and others were found to have poor attitudes. Various types of green products are currently in Nigerian market, the most prominent being used of recycled textiles and door mats, shoes made from recycled products, stainless steel bottles, environmental friendly toilet papers, soaps and cosmetics to mention just few, argument have been put forward by various authorities that consumers are always willing to engage in environmentally friendly behavior only when the economic benefit is perceived as being higher (Sharma & Joshi, 2017; Amrit et al, 2020). Therefore the decisions to act green are based on the perceived costs and benefits for the individual indicate egoistic values that people will act green only if they perceive that individual benefits exceed the costs (Mainieri & Barnett 1997, Hansla et al, 2008). Consumers are willing to spend extra money for a socially desirable concept like environmentalism, but 'green' matters very little when compared to price, quality and convenience (Mainieri & Barnett, 1997).

Under these broad definitions of green consumerism as advanced by Pettit and Sheppard (1992)

consumers voluntarily contribute to environmental interests by making rational decisions in their purchase, usage and disposal. These rational decisions are mostly hindered by varying degrees of influences and interests as individual degree of environmental knowledge, situational factors, perceived expected benefits and social influence (Pettit *et al.*, 1992). Researchers on various note have linked green products and green consumerism with environment compatibility and protection, environment friendliness and its sustainability, waste reduction in production, environment-friendly production, social quality, ethical attributes, economic and social benefits, durability and recyclability, resource-conservation potential, toxic-free ingredients, low energy consumption and low emissions, less packaging, protection of public health (Shweta & Abdin, 2020). As far as the preference of a customer is concerned the degree of greenness of a product is turning into a solid qualifier for its purchase (Change & Chen, 2012). Considering the long term impact of green products, specifically in terms of ecological sustainability, the consumption pattern of green products prior to and during the pandemic has sky-rocketed and is growing at a vast pace. One of the major driving forces behind this paradigmatic shift is played by effective campaigns which have a prominent role in creating awareness in the minds of consumers. As a result, consumers do not mind paying extra for such a product (Garcia & Georgantzis, 2011). Marketers have also successfully focused in stating emotional brand benefits which has been an important factor in influencing the purchase decision of consumers, leading to increased purchase of green products (Van & Verhoef, 2011). The profound regulations developed by the government coupled with increased competition have also forced marketers to consistently engage in developing greener products and engage in green activities. (Polonsky, 2011).

### **2.2.2 Consumer Knowledge and Situational Factors Influence Green activities**

The trend of the concern has been shown by today's green buyers in their quest for environmental friendly products and activities resulted in what Henion and Wilson, (1976) describes as 'environmentally concerned consumers. As postulated by Stern (2000) that consumer decision to purchase low energy rating appliance or energy-saving electrical appliances with other eco-friendly features reflects environmentally significant behaviour and sound knowledge of the consumers on the significance of it to the planet. Ang (2000) found that consumers reduced their consumption and extravagant in crises situations as they became more careful in the decision-making process by seeking more information about product before considering buying them.

Consumers also bought necessities rather than luxuries, as well as they switched to cheaper brands, bought local instead of foreign brands and also smaller packages. The changed buying behavior can change depending on the income and financial stability of the consumers (Ang, 2000). Environmentalists are concerned with issues that affect the global environment upon which we all depend. Probably the issue that has caused the widest concern is the so-called hole in the ozone layer and the greenhouse effect which is forecast to make major changes to our climate. This is banned in some manufacturing but replacements have yet to be introduced throughout and in the meantime the damage continues. Of concern are such issues as strip mining, forest depletion, the effluent from factories, some nuclear waste and the destruction of wildlife habitat to build new motorways. Quality of life issues such as loss of recreational areas, excessive outdoor advertising and litter also fall within the remit. (Aminu & Olayinka, 2007).

However, it was discovered that current global pandemic as one of the situational factors also had a positive impact on translating these green food purchase intentions to behaviour because of their health consciousness because some participants believed consuming green food and engaging in green consumerism was necessary to improve their immunity and health, especially in this global health crisis period. These was also supported by various authorities as Nath and Kumar (2012), Handayani' (2017) whose studies reveals that environmental knowledge and awareness might have an impact on the perception of consumers by which they turn into green consumers and for getting knowledge, education and awareness about the green and environmental safety is must to get a space in mind and set a pace for it purchase intention. Individual cognitive judgment towards the value of environmental protection express their care on preserving and protecting the environment (Kinnear *et al.*, 1974, Lee, 2011).

Consumers' knowledge about green activities is highly influenced by the information available on those products in the market. Some studies revealed that consumers had limited knowledge about the concept of eco-labeling products, and they did not know the background and benefits of those products (Wijekoon & Sabri, 2021). Moreover, there are some similar iconological labels in the Nigeria food market, such as green food, organic food and hazard free food. Because of the limited knowledge of those labels, consumers face difficulties in recognizing those eco-labels and distinguishing them from regular labels. Through the use of eco-labels, firms can look the key

attributes of the products, which is extremely in approaching the green buyers. This means that promotional practices can be successfully focused in the market for underscoring the necessities of the green purchasers (Cherian & Jacob, 2012).

### **2.2.3 Perceived benefits and social influence impact on Green purchase.**

Rogers, (1983) and Wong, Turner, and Stoneman, (1996) emphasis in their studies that the perceived relative benefits or advantages such as quality and functional performance of green products over standard alternatives is likely to influence their rate of adoption. It is not logical for customers to pay for a product that does not offer basic benefits whatever the environmental benefits. Venkatesh and Davis (2016), Ratna Asri and Ramaditya (2020) in one of their studies optioned that the perceived benefits derivable by consumers of major products can be viewed through the following areas, products effectiveness, accomplish faster, useful and advantageous. Effectiveness usually indicate the time saving for the use of a products and this reflect the time perceived by buyers of green products and to support what Ottman (2006) reported in his study that consumers will accepted green products when their primary need for performance, quality, convenience, and affordability were met, and when they understood how a green product could help to solve environmental problems. Accomplish faster also tend to describe the extent to which the product performance can be completed faster than the traditional products, i.e the speed of performance of the product acts,. In the world of green consumerism, this dimension refers to the speed of the processes that are carried out between consumers, marketers and companies. Useful also explain the extent to which the products can be useful for the individual consumer activities most especially activities related to problem solving, it connote the ability of green products to perform favorably the act to which it was purchased adequately. While advantageous express the greater advantages of using green products by individuals and engage in green activities and green consumerism as measure by the benefits felt after all. All these are the strategies that allow consumers to integrate green products into their lifestyles. Many of such efforts by green marketers have met with considerable success. The “organic” industry, for example, specializes in the sale of organically based foods, health and nutritional products, and other green lifestyle items.

Various authourities have also discussed the efficacy of social variables including: age, gender, income and education as a major player in deciding the consumer purchase behaviour towards



green consumerism. (Shweta &Abdin, 2020, Mishra, 2019, Bashyal, & Bachman, 2012, Fishers, Straughan & Robert, 1999, Robert, 1996, Schwepker & Cornwell, 1991). Their studies indicated that young and middle age consumer's are more concern about environmental issues and understand better the benefits of green consumerism to the rescue and further emphases the perception of feminine characteristics of care, concern, empathy and sensitivity make female to be more concern of the environment and make them more aware of green products usage and engage in green activities. Nair (2015), Jain, & Kaur, (2006) also opined in their studies that income could be a variable in green consumerism, that higher income exhibits more conciousness about the environment with the bases that he or she could afford the additional cost that maybe associated with green activities. They also emphases that better educated individuals are more knowleageble and concious of the environment and could react positively to the green activities that will make the planet a safer place to live. Consumers' knowledge about green activities is highly influenced by the information available on those products in the market. Some studies revealed that consumers had limited knowledge about the concept of eco-labeling products, and they did not know the background and benefits of those products. Moreover, there are some similar iconological labels in the Nigeria food market, such as green food, organic food and hazard free food. Because of the limited knowledge of those labels, consumers face difficulties in recognizing those eco-labels and distinguishing them from regular labels. Through the use of eco-labels, firms can look the key attributes of the products, which is extremely in approaching the green buyers. This means that promotional practices can be successfully focused in the market for underscoring the necessities of the green purchasers (Cherian & Jacob, 2012).

## **2.3 Theoretical Fr-amework**

### **2.3.1 Theory of Reasoned Action and Motivation-Need Theory**

A consumer behaviour theory that focuses on the relationship between marketing and the pre-existing attitudes consumers bring to their purchasing decisions with the conviction's individuals had about a specific behavior assumes a central role in the reasoned action explanations of behavior. In the expressions of Fishbein & Ajzen (2010), a person's behavior is controlled by his/her attitude toward displaying the behavior just as the apparent social impact of individuals who are essential to him/her which is known as subjective norm. with the theory of reasoned action, consumers act on behaviors that they believe will create or receive a particular outcome, familiar or otherwise. Consequently, the same is dictated by the consumers convictions in behavior,

consequences of performing that behavior and normative beliefs that particular referents think he/she should or should not to display that behavior. In other words, a consumer may only take a specific action when given a reason to believe there'll be a specific desired result. The theory of Reasoned Action (TRA) gives a fundamental basic theoretical model relating to the examination of individual behavior (Mishra, 2014). The theory of Reasoned Action model clarifies the determinants of volitional behavior, in light of the thought a specific form of behavior will be rightly motivated by an intention to act, and subsequently, the aim to act is indicated by the person's attitude over the demonstration of the act (Namkung & Jang, 2013). The TRA model has been utilized in different settings, especially in the green industry so as to anticipate individual exercises dependent on the explicit conditions (Mishra, 2014). In this context, the green customer perception and attitudes towards the intent to choose green products and their purchase behavior is anticipated: As green customers become mindful of the decision connected to their purchase pertaining to the perceived benefits, social influence, ecological and environmental issue, this necessitated the adjustment of their consumption patterns to guarantee a minimal effect and damage to the environment (Nexaketi & Hosseinpour, 2015; Fishbein & Aizen, 2015).

### **3. Research Method**

The study explored survey research design so as to gain insight and specific information about the respondents green activities and structured questionnaire containing a battery of scale chosen from available literatures was developed to assess respondents awareness of green activities and factors that influence their perception and willingness for green purchases using Likert five (5) point rating scale ranging from 1 (strongly agree) to 5 (strongly disagree) to elicit response from the respondents. The selection of the respondents was done using purposeful sampling in order to obtain a fair representation of the population and avoid bias by focusing on respondents that possess requisite information to answer the research question and meet specific objective. The population designated comprised of selected higher diploma students of Lagos state Polytechnic in Lagos metropolis who are adults and due to their perceived increased in the level of involvement in green activities in line the view of some opinion that green consumers are younger, better educated and highly sensitive to environmental issues (Makower, 2009; Straughan & Roberts, 1999). This area was selected because of high concentration of green consumers in the area, proximity to the researcher and the volume of commercial activities that takes place on a daily basis on the campuses concerning green products. This target population enabled the researchers to form an

objective view of consumers who have actually been buying or consuming green products, involve in green activities before and during the advent of the pandemic.

#### 4. Data Presentation and Analysis

This research was carried out to “Explore Consumer Perception Towards Green Consumerism in Lagos”. In order to achieve this aim, 200 structured questionnaires were distributed, out of which a total of 174 questionnaires were retrieved from the respondents, accounting for 87% of the total questionnaires administered. The analysis is based on the retrieved questionnaires using SPSS version 23.0 for the preliminary analysis. The result of the preliminary analysis is displayed in Table 1 to Table 13 (appendix). The method of data analysis was based on frequency distribution, Chi-square test and Analysis of variance (ANOVA). The hypotheses were tested at 0.05 level of significance.

##### Reliability Test

Reliability test is the assessment of the internal reliability/consistency of the questionnaire responses. There are many schemes for accessing the reliability of variables and responses used in empirical research (O’Leary-Kelly & Vokurka, 1998).

In the present study, we tested for only internal consistency of reliability, for which we used Cronbach’s alpha. In spite of its shortcomings (Streiner, 2003), Cronbach’s alpha is the most widely used index of the internal consistency reliability of a scale. A Cronbach’s alpha of 0.70 is the lowest limit of acceptance of reliability (Burns & Burns, 2008).

Table below shows the general reliability test for all the questions in the questionnaire as well as tests for the questions of each hypothesis.

**Table 1: Reliability Statistics**

Cronbach's Alpha	N of Items
.81	174

**Source: Field Survey 2023**

It is clear in Table above that Cronbach’s alpha for all the questions in the questionnaire and for the questions of each hypothesis are acceptable ( $0.81 > 0.70$ ). It therefore confirms the reliability of all the questions in all the constructs in the questionnaire. It should be noted that the ‘N of items’ in Table above is the number of questions in the questionnaire that have been used to conduct the reliability test in each test case.

## HYPOTHESIS ONE

H<sub>0</sub>: Environmental knowledge and situational factors do not influence consumers perception towards green products and green consumerism

H<sub>1</sub>: Environmental knowledge and situational factors influence consumers perception towards green products and green consumerism

Level of significance,  $\alpha = 5\%$

Decision rule: Reject the null hypothesis (H<sub>0</sub>) only if the p-value is less than the level of significance ( $\alpha = 0.05$ ).

Test statistic: Correlation and Regression.

**Table 2: Coefficient of Correlation of variables**

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.594 <sup>a</sup>	.353	.345	.414

a. Predictors: (Constant), Situation Factor, Environmental Knowledge

The table 2 above shows observed R of 0.594 with an adjusted R<sup>2</sup> (0.345) which shows that only 35% of the variance in Consumer Perception is accounted for by Situation Factor and Environmental Knowledge.

**Table 3: ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	P-Value
1	Regression	15.836	2	7.918	46.102	.000 <sup>b</sup>
	Residual	29.025	169	.172		
	Total	44.860	171			

**Source: Field Survey 2023**

a. Dependent Variable: consumers perception

b. Predictors: (Constant), Situation Factor, Environmental Knowledge

From the table 3, the null hypothesis is rejected since p-value (0.000) is less than 0.05. Hence, Environmental knowledge and situational factors influences consumers perception towards green

products and green consumerism.

Table 4: Coefficient of Regression of variables

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	P-Value
	B	Std. Error	Beta		
1 (Constant)	1.611	.285		5.660	.000
Environmental Knowledge	.538	.059	.575	9.149	.000
Situation Factor	.067	.052	.081	1.297	.196

**Source: Field Survey 2023**

a. Dependent Variable: Perception

With all predictor variables in the model, the importance of each of the independent variables in influencing consumers perception was sought. The results of the analysis are provided in the table 4 above. The beta values 0.538 for Environmental Knowledge and 0.067 for Situation Factor were obtained. The result indicated that Environmental Knowledge (0.000) influences most of the consumers' perception towards green products and green consumerism while Situation Factor (0.196) does not really influences the consumer perception towards green products and green consumerism. However,

Environmental Knowledge variable is positively influenced by consumer perception.

**Model formation**

The model that shows the relationship between the variables is written as

Perception = 1.611+0.538 Environmental Knowledge+ 0.067 Situation Factor

**HYPOTHESIS TWO**

H<sub>0</sub>: Perceived benefits and social influence does not trigger green consumerism and purchase behavior

.H<sub>1</sub>: Perceived benefits and social influence trigger green consumerism and purchase behavior

Level of significance,  $\alpha = 5\%$

Decision rule: Reject the null hypothesis (H<sub>0</sub>) only if the p-value is less that the level of significance ( $\alpha = 0.05$ ).

Test statistics: Correlation and Regression

Table 5: Coefficient of Correlation of variables

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.626 <sup>a</sup>	0.392	0.385	0.402

**Source: Field Survey 2023** a. Predictors: (Constant), Perceived benefits, Social Influence

The table 5 above shows observed R of .626 with an adjusted R<sup>2</sup> (0.392) which shows that only 39% of the variance in purchase behaviour is accounted for by Perceived benefits and Social Influence

**Table 6: ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	P-Value
1	Regression	17.574	2	8.787	54.423	.000 <sup>b</sup>
	Residual	27.286	169	.161		
	Total	44.860	171			

**Source: Field Survey 2023** a. Dependent Variable: purchase behavior

b. Predictors: (Constant), Perceived benefits, Social Influence

From the table 6, the null hypothesis is rejected since p-value (0.000) is less than 0.05. Hence, Perceived benefits and Social Influence trigger green consumerism and purchase behaviour.

Table 7: Coefficient of Regression of variables

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	T	P-Value
		B	Std. Error	Beta		
1	(Constant)	1.319	.271		4.862	.000

Social Influence	.196	.055	.225	3.544	.001
Perceived benefits	.483	.059	.516	8.134	.000

*Source: Field Survey 2023*

a. Dependent Variable: purchase behavior

The results of the analysis are provided in the table 7 above. The beta values 0.196 for Social Influence and 0.483 for Perceived benefits were obtained. The result indicated that Social Influence (0.001) and Perceived benefits (0.000) trigger green consumerism and purchase behavior.

### Model formation

The model that shows the relationship between the variables is written as

$$\text{Purchase Behavior} = 1.319 + 0.196 \text{ Social Influence} + 0.483 \text{ Perceived benefits}$$

## 5. Conclusions, and recommendations

The present study examines consumer perception towards green consumerism in Lagos, Nigeria. Considering the responses received in the study, it was clearly understood that populace are becoming more and more concerned regarding environmental protection and the need to protect the earth nature. The acceptance of green products and their engagement in green activities being it, drinks, foods, drugs, home appliances and other daily use products of different kind has increased tremendously. Majority of the sampled populations who are majorly young men and woman are aware of green products and are willing to involve in marketing same. The research showed that 91% respondents are all aware of green products and are engaged in green activities either in the production of the green products, distribution of the green products, users of the said products of different kind and even as an advocate of green consumption. The results also indicated environmental knowledge with the (p 0.000) influences consumers perception towards green products and green consumerism while situation factors (p 0.196) does not really have any significant influences on consumer perception as envisaged. Based on the finding of the regression analysis of the other hypothesis, the result also indicated that social influence (p 0.001) trigger green consumerism and purchase behaviour, this was in alignment with the work of Chean and Phau, (2005) and Shweta and Shahnawaz,(2020) studies which shows that social influence within the environment can develop and change the human expectations, beliefs, and cognitive



competencies which usually have strong effect on green purchase behaviour and green consumerism. Perceived value with (p 0.000) do trigger purchase behaviour and green consumerism and this was in support of the assertion of some authorities who noted that consumers if after engaging in environmentally responsible behaviour action experience a personal reward calls "warm glow of giving" and that consumers choice are determine by the size of those benefits (Andreoni, 1990, Hartmann & Apaolaza Ibanez, 2012, Siddhi, Ahmad, Booi & Leon, 2014). Above all, the study concluded that environmental knowledge, perceived benefits, situational factors and social influences influence the consumer perception towards green product and green consumerism in Lagos State, Nigeria. The study equally confirmed that the potential for future green product consumption in the nearest future. Health consciousness's perceived attributes, environmental consciousness, social influence, family structure, and enjoyable shopping experiences as significant factors in driving green products intentional purchases among consumers and engage in green activities. The study recommends that future policy and industrial actions to better promote green consumerism in the Nigeria context should unequivocally promoted by the government and green entrepreneur should be embrace and encourage.

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