



NEAR EAST UNIVERSITY
INSTITUTE OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION

THE IMPACT OF GREEN MARKETING ACTIVITIES ON
ORGANIZATIONAL PERFORMANCE

M.B.A THESIS

SULEIMAN HASSAN VATSA

20234896

Nicosia

January, 2025

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**SUPERVISOR
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Approval

We certify that we have read the thesis submitted by Suleiman Hassan Vatsa titled “the green marketing in organizational performance” and that in our combined opinion it is fully adequate, in scope and in quality, as a thesis for the degree of Master of Educational Science.

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Declaration

I, Suleiman Hassan Vatsa hereby declare that all information, documents, analysis and results in this thesis have been collected and presented according to the academic rules and ethical guidelines of Near East University. I also declare that as required by these rules and conduct, I have fully cited and referenced information and data that are not original to this study.

Suleiman Hassan Vatsa

.../.../2025

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Suleiman Hassan Vatsa

Abstract

The impact of green marketing activities on organizational performance

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The study investigates the impact of green marketing activities on organization performance. To investigate and comprehend the impact of green marketing activities on organization performance the study adopted a quantitative method, and a survey questionnaire was distributed to employees working for Pz Cussons Nigeria Plc Company, Lagos, Nigeria. The research used the stakeholder theory and institutional view theory as a theoretical basis for the study. In total 274 employees responded by filling the questionnaire. The statistical findings revealed that the research hypothesis was tested and proven significant. According to the statistics, green marketing mix (4ps) strategies significantly and positively influenced organizational performance (profitability, market share, and product efficacy) by reducing costs. The study recommends companies to use and utilize green marketing mix strategies to support their organizational performance and reduce costs. In the long term, this will be advantageous economically for organizations and preserve the environment. In order to remain competitive, innovative, and efficient in the ever-evolving business environment of the present day, managers are suggested to adopt green marketing strategies.

Keywords: Green Marketing, Green Product, Green Pricing, Green Promotion, Green Distribution Strategies, Organization Performance.

Özet

Çalışma, yeşil pazarlama faaliyetlerinin organizasyon performansı üzerindeki etkisini araştırmaktadır. Yeşil pazarlama faaliyetlerinin organizasyon performansı üzerindeki etkisini araştırmak ve anlamak için çalışma nicel bir yöntem benimsedi ve Lagos, Nijerya'daki Pz Cussons Nigeria Plc Şirketi'nde çalışanlara bir anket dağıtıldı. Araştırma, çalışmanın teorik temeli olarak paydaş teorisi ve kurumsal bakış açısı teorisini kullandı. Toplamda 274 çalışan anketi doldurarak yanıt verdi. İstatistiksel bulgular, araştırma hipotezinin test edildiğini ve anlamlı olduğunu ortaya koydu. İstatistiklere göre, yeşil pazarlama karması (4p'ler) stratejileri, maliyetleri düşürerek organizasyonel performansı (karlılık, pazar payı ve ürün etkinliği) önemli ve olumlu bir şekilde etkilemiştir. Çalışma, şirketlerin yeşil pazarlama karması stratejilerini kullanmalarını ve bunlardan faydalanmalarını, böylece örgütsel performanslarını desteklemelerini ve maliyetleri azaltmalarını önermektedir. Uzun vadede, bu durum organizasyonlar için ekonomik olarak avantajlı olacak ve çevreyi koruyacaktır. Rekabetçi, yenilikçi ve verimli kalmak için yöneticilere, günümüzün sürekli değişen iş ortamında yeşil pazarlama stratejilerini benimsemeleri önerilmektedir.

Anahtar Kelimeler: Yeşil Pazarlama, Yeşil Ürün, Yeşil Fiyatlandırma, Yeşil Tanıtım, Yeşil Dağıtım Stratejileri, Organizasyon Performansı

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List of Abbreviations

AMA:	American Marketing Association
EF:	Environmentally Friendly
GM:	Green Marketing
GMA:	Green Marketing Activities
GMM:	Green Marketing Mix
GMP:	Green Marketing Practices
GMS:	Green Marketing Strategy
IT:	Institutional Theory
OP:	Organizational performance
ST:	Stakeholder Theory

CHAPTER I

Introduction

The essence of marketing is in the principle of value creation. Market research is the process of identifying, developing, delivering, and promoting high-quality products and services that meet the needs and budgets of consumers. This strategic communication method prioritises the customer experience, quality, and simplicity of use in order to attract and retain customers. According to the American Marketing Association (AMA, 2022), the term "market" refers to a broad variety of activities that are designed to offer solutions for the benefit of society, consumers, clients, and partners through the processes of creation, promotion, distribution, and trade. Customer demands and wants create value (Carmi and Yassin, 2013). This category includes product quality, pricing, convenience, personalized experiences, and brand loyalty. Strategic product, pricing, distribution, and marketing management must be assessed. Businesses can build customer loyalty by understanding and meeting their needs. A compelling value proposition that differentiates a company's services and uniqueness is crucial to attract clients and stand out from competitors. Baker and Solomon (2020) give various examples, including adapting products to consumer tastes, taking client feedback, and monitoring market trends.

An organization's marketing plan is complete when it includes product, price, place, and promotion (Albari and Kartikasari, 2019). These elements are tweaked to meet target audience needs and marketing campaign goals. Marketing decision-making is structured using the marketing mix, allowing organizations to evaluate numerous options and choose those that fit their strategy (Fill and Rosengren, 2017).

Organizational performance is how well a company meets its goals (Barchue and Aikaeli, 2016). This may be measured by profitability, productivity, and customer satisfaction. A firm is successful when it meets or exceeds client expectations, runs smoothly, and makes money. The most important factors

affecting a firm's market performance are its management and adaptability (Kaplan and Haenlein 2010).

The ongoing sustainability of an organization rests on its profitability, which is determined by the income-to-expense ratio (Narver and Slate, 1990). Various elements may impact a business's profitability. The gross profit margin drop, firms may need to examine their inventory management tactics or ensure that product prices are growing at a pace appropriate with inflation. As this company's environmental impacts grow, so does the need for solutions.

Modern markets have adopted green marketing (Waqas et al., 2018) because it promotes and produces environmentally friendly products in accordance with regulations. Governments and customers worldwide are pressuring corporations to reduce their environmental impact. Many academic studies have explored green marketing and its potential applications. Unfortunately, few approaches exist for analyzing the prevalence and advancement of green marketing initiatives within firms. Comprehensive study is needed to develop green marketing evaluation methods. Developing green marketing performance evaluation tools requires extensive research. This study aims to investigate the green marketing in organization performance.

Purpose of the Study

This research aims to examine the impact of green marketing on the performance of firms, specifically focusing on Pz Cussons Nigeria Plc. This research will employ metrics to gather data to ascertain the degree to which green marketing improves organizational performance regarding daily operations and profitability. It is imperative to investigate the correlation between operational performance and green marketing in organizations. The marketing mix, which consists of product, price, place, and promotion, is used by businesses in this sector to develop and carry out successful strategies. The subsequent specific sub-objectives have been suggested for additional investigation (Hult and Olson, 2010).

- i. To investigate and comprehend the impact of green marketing on organization performance.
- ii. To investigate and comprehend the impact of green marketing mix strategies on organization performance.

Significance of the Study

This research is essential because it will build upon previous endeavors by addressing the informational voids that were omitted by previous authors for an understandable reason. Organizations may benefit from this green marketing study by promoting the environmental benefits of their products and services, which in turn motivates them to employ more sustainable practices. A green marketing organization may also provide enterprises with an explanation of the impact of green marketing on green performance. This research is advantageous for the public and policymakers as it reveals the organization's strategic, tactical, and operational progress.

Nonetheless, the extent to which green marketing tactics contribute to businesses' profitability, performance, and return on investment remains largely uncertain. The extent to which business leaders comprehend the consequences of selfish marketing on their organizations is also uncertain. Concurrently, there exists a deficiency in comprehension concerning the effects of self-serving marketing methods on corporate expansion, especially in developing countries like Nigeria. Organizations that prioritize green marketing through the four Ps: product, pricing, place, and promotion are more likely to maintain their performance and profitability than those that do not. This study aims to examine the correlation between green marketing and its effect on organizational performance.

The data and information from the study will be notably beneficial in the formulation of policies for academics, governments, and research organizations, as well as horticulture industry leaders such as Pz Cussons Nigeria Plc.

Statement of the Problem

According to Baumann & Rex, (2007), prior studies on green marketing have primarily focused on market volumes and customer profiles. As a result, information on how to implement green marketing at the organizational level is scarce, and the majority of the information originates from customer perspectives.

As environmental concerns gain increasing significance among consumers, competitors, governments, and international organizations, certain businesses may opt to exhibit a greener image through advertising rather than practicing what they preach. The term "green washing" is used to denote this practice. In order to acquit multinational corporations such as Walmart, Starbucks, BP, and others of "green washing" allegations, it is imperative that the methodology employed to evaluate their green market endeavors and outcomes be impartial and devoid of any inherent bias that might favour the company.

In addition to performance and development, green marketing should be assessed in order to provide a complete picture of an organization's greenness. A numerical outcome would be optimal. The performance of green marketing is typically difficult to quantify (Yong et al., 2001). As stated by Yadav (2016), Duffett (2018), research pertaining to green marketing has historically been confined to a single nation. A recommended approach might not be 9advantageous for an organization operating in a distinct environment and context. The assessment approach should therefore be accessible to organizations operating on a global scale. Past research has provided both theoretical and practical insights in regards to the performance of green marketing organizations. Additionally, it has shed light on challenges that these organizations encounter during their operations.

Research Questions

The author of this study is interested in how Green Marketing affects Organization Performance with a specific focus on Pz Cussons Nigeria Plc's. The following comprehensive questions were picked for this investigation:

What is the impact of green marketing on organization performance?

Hypothesis

Green marketing has significantly positive effect on organization performance

Limitations

It is essential to consider the research's limitations when evaluating the work's validity, placing findings in perspective, and assigning sufficient credence to the conclusions. This is significantly more complex than merely cataloging the numerous types, proportions, and orientations of errors (Mann, 2003).

The sole concentration of this research was the city of Lagos in Nigeria, as previously stated in the methodology section. However, it is conceivable that numerous other organizations in other regions of Nigeria are facing challenges that are similar to those in Lagos. As a result, future research may focus on other cities in Nigeria. In the future, a longitudinal study approach may be implemented to identify the most effective green marketing strategy for enhancing the performance of Nigerian firms. Third, this research strictly concentrated on the impact of green marketing on organizational performance. Additional research is required to comprehend the precise manner in which green marketing influences a variety of organizational variables, including customer relationship management and sales management.

CHAPTER II

Literature Review

Marketing Concept

Baines and Rosengren (2017), marketing is all about finding your target market, learning about them, and giving them what they want in return for your goods and services. To accomplish this, businesses often undertake market research to determine who their ideal customers are, design products and packaging that appeal to them, run ads, attend community events, set prices, discounts, warranties, and return policies, and plan promotions intelligently. Farley and Lehmann (1984) define marketing as the process of developing, advertising, and distributing products and services that satisfy the requirements of specific audiences, including customers, businesses, and other interested parties.

Marketing has been defined by the American Marketing Association as follows: Tajvidi and Karami (2017) believe that in order for enterprises to derive value from customers, they must engage consumers, establish strong relationships with customers, and provide value to customers. This definition is indicative of the evolving concept of marketing. That definition might need some tweaking. An increasing array of stakeholders is gaining significance, as seen by the evolving definition of marketing. Marketing, as defined by industry experts, basically involves creating a relationship with potential consumers and understanding their preferences to offer tailored products and services (Kaplan and Haenlein, 2010).

Green Marketing

Green marketing highlights environmentally friendly products or services that have been manufactured in an environmentally friendly way. The numerous marketing strategies that take sustainability and the environment into account include product development, packaging, transportation, and promotion (Kwarto et al., 2022). The practice of "green marketing" involves the modification of product design, promotion, packaging, and manufacturing methods to promote eco-friendly commodities (Okoli et al., 2022).

In order to meet consumers' needs for effectiveness, quality, and affordability, green marketing entails creating and advertising products and services. Green marketing is an organizational approach that identifies, predicts, and meets social and consumer demands in an efficient and sustainable manner, while simultaneously considering environmental considerations (Gusov et al., 2022). Marketing environmentally friendly products and services is called "green marketing" (Kwarto et al., 2022). Product copy, manufacturing procedures, packaging, and design may change due to this phrase (Okoli et al., 2022). To fulfil the increased demand for environmentally friendly products, boost environmental awareness, and promote ethical consumer behaviour, green marketing was developed. Environmentalism is growing among consumers, (Darmawan et al., 2022). Marketed environmentally friendly products are more likely to sell.

According to Mohammad et al. (2022), consumers' positive opinions of green products and marketing strategies affect their buying decisions. Through the implementation of efficient green marketing strategies, it is possible to change customer behaviour. Energy efficiency, recyclable materials, and natural ingredients may impact customer buying decisions (Zhang et al., 2022). Green marketing strategies can help with the development of a favourable brand reputation connected to sustainability and environmental consciousness (Patwary et al., 2022). The development community often believes that green products are more trustworthy and ethical. Even while green marketing works, customers are wary of green claims.

Consumers worry about "green washing," which happens when corporations exaggerate how environmentally friendly their products are, (Rosyidah et al., 2022). According to Wang et al. (2023), green marketing requires openness and trust. By educating consumers about green marketing strategies, environmentally friendly products, and their rationale, customer acceptance and consciousness may be increased. Some consumers are ready to pay more for environmentally friendly products. Patwary et al. (2022) argues that sustainable packaging strategies including reducing waste and using recyclable suppliers improve customer views of firms and their products. CSR and green marketing often overlap.

Companies that show social responsibility and environmental sustainability via the implementation of green marketing strategies are said to have more loyal customers. To improve customer loyalty and trust. Price sensitivity to green products varies. Trustworthy green marketing strategies facilitate long-term partnerships with environmentally conscientious consumers (Aslam et al., 2021). Green marketing strategies allow companies to stand out. Environmentally conscious consumers may be drawn to environmentally friendly activities, increasing market share (Borah et al., 2023). An organization's efficiency may be greatly increased by implementing green marketing strategies. According to Rajput et al. (2022), the implementation of green marketing strategies may increase market share, profitability, and brand reputation.

Brief History Green Marketing

The term "Green marketing" was first employed in 1970 (Yazdanifard and Mercy, 2014), and since then, there has been a significant increase in the body of literature regarding the concepts, strategies, functions, and elements of the GM mix that are associated with Green marketing. The steady increase in the number of studies examining GM since 2008 has led researchers to the conclusion that GM is more than a novelty; it is an essential problem in the research, development, and marketing of new products, (Dangelico and Vocalelli, 2017). The evolving nature of the relationship between economic and socio-environmental challenges has resulted in the GM concept evolving through three distinct epochs (Dangelico & Vocalelli, 2017). For instance, Shabbir and Wisdom (2020) argue that the initial era was the "Ecological" GM, during which conventional marketing strategies were exclusively focused on environmental concerns. The second GM era, which was referred to as "Environmental" GM (Pavadas et al., 2019), was characterized by green markets for products and services and a transition to "clean technology" (Dangelico & Vocalelli, 2017; Kotler & Keller, 2011; Peattie, 2001).

In this second era, the significance of socio-environmental performance in achieving a competitive edge was also recognized (Mehraj & Qureshi, 2020). "Sustainable marketing" was the dominant strategy during General Motors' third era. Juung et al. (2020) and Lavissiere et al. (2019) both indicate that marketing adopted a more comprehensive

perspective during this period. According to Peattie (2001), a sustainable economy would be the outcome of "a radical approach to markets and marketing which seeks to meet the full environmental costs of production and consumption."

In the present era, it is believed that in order to establish a sustainable economy, it is necessary to transition from product ownership to product use, from product consumption to service consumption, from global distribution to re-localization of supply systems, and from linear to closed-loop supply chains (Gelderman et al., 2021; Sutduean et al., 2019). If sustainability is at the heart of marketing's principles, tactics, and practices, then it can effectively support sustainable development (Leonidou et al., 2013). In order to resolve environmental concerns, it is imperative that the government and individuals collaborate, as green marketing alone will not suffice (Wymer & Polonsky, 2015). Green marketing strategy (GMS) is the degree to which environmental concerns are integrated into the development of marketing strategies (W. E. Baker & Sinkula, 2005). This leads us to the conclusion that GMS is most effectively comprehended as an iterative process in which businesses endeavour to satisfy customer needs while simultaneously mitigating their adverse environmental impact. GMS incorporates the entire lifecycle of a product or service, including creation, implementation, price, positioning, and advertising, (Davari and Strutton, 2014; Hasan and Ali, 2017). Newman (2021) addressed strategic (corporate), quasi-strategic (business), and tactical (functional) GMS.

According to Ginsberg and Bloom (2004), "The GM Strategy Matrix" is an exclusive methodology that emphasizes aggregates." "The GM Strategy Matrix" recommends distinct marketing strategies contingent upon the quantity of the four Ps that a company implements. One strategy is "lean" when companies use Green Product, another is "defensive green" when they use Green Product and Promotion, and one is "shaded green" when they use Green Product, Promotion, and Price, according to Dangelico and Vocalelli (2017) and Shabbir and Wisdom (2020). Last but not least, "extreme green" refers to the strategy used by businesses when they implement all four mix elements of the 4Ps.

Green Marketing Mix Elements

According to Kotler and Keller (2011) and Papadas et al. (2019), the Marketing Mix Elements are a collection of practical resources that help to transform marketing strategic goals into a mix of operational activities. One may argue that in order for companies to embrace GM as a strategic approach, green marketing has to be integrated into their choices, policies, and practices across the board. According to Dangelico & Vocalelli (2017), Kotler & Keller (2011), Leonidou et al. (2013), and Simo & Lisboa (2017), the four conventional elements of the marketing mix, generally known as the 4Ps, need to be altered.

Green Products

Green products, as defined by the Commission of the European Communities (2001), are those that have reduced waste generation from the very conception stage, utilise fewer resources, and have lower environmental impacts and hazards. "Green design" is the first stage in producing environmentally friendly products, according to Yazdanifard and Mercy (2014), Dangelico and Vocalelli (2017), and Shabbir and Wisdom (2020). According to the environmentalists' "3 Rs" (Mishra & Sharma, 2014; Abzari et al., 2013), green products are manufactured using these principles. Conversely, green products ought to possess greater functionality and visibility, reduced toxicity, and increased durability (Dangelico & Vocalelli, 2017; Davari & Strutton, 2014). According to Gelderman et al. (2021), GM's performance is significantly influenced by environmentally conscious consumers, and the company relies heavily on green products to fulfil its requirements. Industrial enterprises are consequently extremely concerned with green product innovation.

Green Pricing

According to reports, the greening company's tactics do not come cheap. More strict restrictions, more sustainable material sources, and costs associated with greener technology integration should all be included in these plans (Agyeman, 2014; Mele et al.,

2019). (Dangelico & Vocalelli, 2017; M. Baker & Hart, 2008) The costs associated with green businesses and rising environmental levies drive up the price of products.

Businesses may be motivated to adopt more sustainable practices if they pass these socio-environmental costs on to customers. (Han et al., 2019; Hart & M. Baker, 2008; Abzari et al., 2013) Companies that do not include these costs in their pricing structures run the danger of charging customers more for green products. Mukonza and Swarts (2019) and Yazdanifard and Mercy (2014) state that green pricing schemes aim to establish prices for eco-friendly products so that they are affordable to customers while also encouraging them to pay a premium for them.

Green Promotion

Green promotion is an effective method for a company to inform its shareholders about its sustainability initiatives, objectives, and accomplishments (Leonidou et al., 2013; Yazdanifard and Mercy 2014). Effective communication is essential for the success of a green plan (Dangelico & Vocalelli, 2017). Shabbir and Wisdom (2020) posit that the effective promotion of green business practices may be facilitated through the implementation of green advertising for products and services. Advertising that targets environmentally conscious consumers is referred to as "green promotion" (Zinkhan and Carlson, 1995). Customer loyalty and satisfaction are typically enhanced by corporate social responsibility (CSR) initiatives, promotions, and advertisements (Yazdanifard and Mercy, 2014).

Green Placement and Distribution

"Green placement and distribution" is the process of selecting a site and green network for items that ensure environmental protection, as per Mukonza and Swarts (2019). According to Mahjoob et al. (2021), inventory components should be considered when determining the placement of distribution channels and the routing of dispatches in order to establish a sustainable supply chain network design. Numerous studies (Chan et al., 2012; Cui et al., 2020; Fang et al., 2020; Rath, 2013) indicate that this may have an impact on the development of environmentally friendly products that are remanufactured,

recycled, recovered, or utilised in accordance with the chain strategy of greening businesses. Furthermore, in pursuit of long-term objectives, a framework was constructed to elucidate the role of business-to-business marketing within the supply chain (Sharma et al., 2010).

Three primary approaches were proposed by Nuševa and Vukmirović (2020): reducing the surplus of products, diminishing the reverse supply, and engaging in internal promotion. It is recommended that green packaging take precedence over other aspects of green marketing logistics to promote sustainable expansion for all products.

Organizational Performance

Organizational performance, as articulated by Cascio (2014), refers to the degree to which the work mission is fulfilled, as evidenced by work production, intangible assets, customer connections, and superior service quality. Kaplan and Norton (2001) define organizational performance as the capacity of an organization to achieve its objectives effectively and efficiently by utilizing its people and material resources. This concept may serve as the basis for corporations to evaluate employees according to objective performance criteria. Ittner and Larcker (2012) discovered that this aided in the formulation of long-term strategies for the firms' performance as well as the accomplishment of organizational objectives. The literature indicates that financial profitability and expansion are frequently used to assess organizational performance. Organizations in various nations, however, concentrate on various objectives, according to numerous studies. There are an infinite number of potential interpretations of the term "performance," the majority of which are functional or situational in nature.

In 1965, Anthony presented a comprehensive and eloquent definition of performance that underscored the significance of effectiveness and efficiency as fundamental concepts. We consider a process to be efficient when the output exceeds the input, since performance is evaluated based on the ratio of inputs to outputs. Efficiency is determined by the extent to which goals are achieved. One potential efficient conclusion could be to establish the long-term goal of preventing disruptions in the supply chain.

According to corporate performance definition literature, "Traditionally, the majority of managerial performance measures have been derived from financial performance measures" (Eccles, 1991; Nanni et al., 1992; Mishra and Mohanty, 2014, p.265). Also mentioned are "these measures include return on equity, return on assets (ROA), and return on sales" (Mishra and Mohanty, 2014). When analysing a firm's performance, "financial indicators reflect the fulfilment of an MNE's economic goals in financial terms" (Richter et al., 2017). Furthermore, "market-based financial indicators incorporate risk considerations and focus on the investor's perspective" (Richter and colleagues, 2017). Market-to-book ratio, excess value, and cumulative abnormal returns are examples. Richter et al. (2017) call operations performance "border conceptualization of performance," whereas these metrics are "the narrowest conception of business performance." In this context it is necessary to mention the following aspects: - "operational indicators focus on those key determinants of success that might lead to financial performance" (Venkatraman and Ramanujam, 1986; in Richter et al., 2017); - "effectiveness measures include reputation, survival, achievement of goals, performance in relation to competitors, etc." (Hult et al., 2008; Venkatraman and Ramanujam, 1986; in Richter et al., 2017); - "operational effectiveness, organizational effectiveness and financial performance (indicators) are interrelated" (Richter et al., 2017); - "organizational effectiveness performance is supposed to be reflected in better financial performance in the medium or long term, because performance improvement is at the heart of strategic management and organization theory" (Venkatraman and Ramanujam, 1986; Ginsberg and Venkatraman, 1985; in Richter et al., 2017); - "financial performance influences organizations and operational and organizational performance" (Richter et al., 2017).

Green Marketing and Organization Performance

Schubert, Kandampully, Solnet, and Kralj (2010) identified green methods that promote corporate social responsibility (CSR). However, understanding how CSR influences green marketing concepts and practices is crucial. Literature on corporate social responsibility and green marketing performance varies. Every organization wants to increase earnings and minimize costs. Numerous independent studies have found a

positive relationship between organizational performance and green practices. Graci and Doods (2008) advise an organization in a competitive market to prioritize cost cutting. Organizations spend a lot on electricity, water, and rubbish. Sustainable methods include minimizing waste and energy use, lengthening product life, and recycling more can cut resource consumption by 20–40% without affecting operational performance (Graci & Doods, 2008). The Grand Hyatt Singapore saved over \$1 million on power bills and decreased its energy use by 8.0 million kWh using the Green Energy Management project (National Climate Change Committee, 2002). Other organizations may follow it since Grand Hyatt proved it is practicable (Xuchao, Priyadarsini & Eang, 2010). Other organizations might not see the savings possibilities. Organizational green management is becoming essential to marketing management, (Han et. al. 2011). Ottman (1992) argues that in order for corporations to effectively employ green marketing, all aspects of corporate should embrace environmental concepts and issues. Going green is now obvious from a moral and economical perspective for the organization.

Economic responsibility of an organization is often measured by cost savings and financial performance. Green marketing may boost an organization's financial sense by enhancing its brand image as one that prioritizes environmental sustainability. A brand's visual attractiveness and the sensation consumers have after using the service or buying the goods are linked. Every encounter with a consumer is represented by I T. In the modern day, businesses want a brand that transmits an image aligned with their target market's demands and values. If an organization can build a green brand image, people may be more likely to buy. Businesses with a green image are often connected with an organization that values corporate social responsibility.

This shows how CSR, green marketing, and green brand image relate. Organizations that develop a true corporate social responsibility (CSR) brand are more likely to win over sceptics and build a loyal customer base (Pérez, 2009). Organisations now have marketability, which boosts economic performance. Brammer et al. (2012) advise against using CSR to boost corporate performance. Matten and Moon (2008) noted that many affluent organizations in Western Europe and Japan continue to pay attention to CSR and related topics even when profit maximization is not their main goal. This

suggests that corporate social responsibility (CSR) should be undertaken for reasons other than financial benefit, especially ethical and socially responsible behaviour and attitude. Similar to Carroll (1991) and Visser (2008), ethical responsibilities apply. A corporation may demonstrate its ethical responsibilities via site selection, organization construction, and environmental design. Environmental regulation is also achievable with passive space conditioning, increased insulation, water-saving measures, and energy-efficient lighting.

Simple waste reduction solutions include refillable shampoo dispensers, reusable linens and towels, and guest room recycling bins (Millar & Baloglu, 2011). Despite being part of corporate social responsibility (CSR), legislative restraints prompted corporations to retain green marketing. An organization's standing will improve if its policies conform to the law and don't require new technology (Fernández-Allies & Cuadrado-Marqués, 2012). Studies (Chan, 2008; Tzschentke, Kirk & Lynch, 2008) show that the absence of infrastructural assistance from local authorities and the higher expenses associated with developing ecological measures are issues that restrict the adoption of green technology by organizations.

Many organizations are unfamiliar with government financing. Governments global are establishing laws and subsidizing organizations to promote sustainability (Chan & Wong, 2006). Plak and Rose (2005) note that stakeholder theory considers CSR a major social issue. Carroll (1991) "the concept of corporate social responsibility and an organization's stakeholders are inherently aligned." The operations' image and perceptions from stakeholders, consumers, workers, and others may alter when green efforts are successful (Ham & Choi, 2012). According to this view, organizations must also display responsible behaviour and be accountable to their communities and stakeholders. Given that consumers are also stakeholders, customer input may illuminate the entire performance of the organization.

Theoretical Basis of the Thesis

Stakeholder Theory

The concept of stakeholder theory outlines the optimal structure and operation of an organization. Friedman (2006) posits that organizations should be regarded as

assemblages of constituents whose interests, requirements, and perspectives should be managed. The term "stakeholder" "any group or individual who can affect or is affected by the achievement of the organization's objectives" (Freeman, 1984).

The stakeholder theory, which was derived from the work of James Emshoff, Richard Mason, and Ian Mitroff in the 1960s, was popularized by Richard Edward Freeman (1984). A company's stakeholders consist of its shareholders, suppliers, distributors, communities, workers, and Customers the public, media partners, government, regulators, politicians, organization founders, activists, activists' descendants, funders, scholars, and competitors are all stakeholders (Friedman, 2006).

There are several ways in which stakeholder theory is relevant to this study. Initially, it will function as a foundation for the investigation. Secondly, it endeavors to reduce damage and maximize value for stakeholders by concentrating on processes that take into account the stakeholders who are most likely to be affected by the firm's decisions. Thirdly, this theory suggests that companies should operate with a more comprehensive approach than solely concentrating on profitability. Rather, they should consider all of the potential outcomes of their decisions and adopt a more balanced approach. Ochieng (2014) used stakeholder theory to examine how green marketing affects Nigerian commercial institutions' cost management. This theory is relevant to this research due to the necessity of guaranteeing that all items supplied there meet the legal standards for safety, quality, and measurement, as well as the fact that environmental protection should be a collaborative endeavor that involves all stakeholders.

Institutional Theory

Philip Selznick, who pioneered institutional theory in 1957, perceived organizational structure as a dynamic process that is influenced by member traits, commitments, and external limitations.

"In what is perhaps its most significant meaning, 'to institutionalize' is to infuse with value beyond the technical requirements of the task at hand," as stated by Selznick (1957). The term for this adaptive process is institutionalization. Organizations are affected by "external pressures" in the form of the institutional environment, rather than

solely by the necessity for efficiency, according to institutional theory (Meyer and Rowan, 1977; DiMaggio & Powell, 1983). Institutions are the activities and institutions that give social conduct meaning and stability; Scott (1995) classified them as cognitive, normative, and regulative (Martinez, 1999). Businesses are not always motivated by the desire to maximize their profits, as per institutional theory. Their policies frequently correspond with legitimacy requirements from external sources, with an emphasis on the influence of non-market institutions on business practices (Hoffman, 1997). This theory investigates the extent to which customs and norms influence the structure and operation of organizations.

Hartand Ahuja (1997) asserts that firms consider social responsibility and the necessity of establishing trust with external institutions when developing environmentally friendly commodities and procedures. Firms consider these methods to be morally commendable and beneficial. Although they may not provide expected short-term gains, socially responsible policies can offer long-term economic benefits. This theory pertains to the present research as it promotes corporate engagement in corporate social responsibility (CSR), an ethical business practice.

Lopez, Rodriguez, and Sofia (2012) employed institutional theory as the basis for their investigation into the rationale and process of implementing green marketing strategies. Ochieng (2014) also employed institutional theory to investigate the impact of green marketing strategies on cost management in Nigerian enterprises. This theory has the potential to enhance green marketing and business outcomes in a multitude of ways. For instance, it advocates for corporate social responsibility (CSR) initiatives that extend beyond profit maximization in areas such as advertising claims, product benefits, and distribution.

Related Research

Katsikeas, Leonidou, and Morgan (2012) conducted a probing research into the "Greening" of the marketing mix. According to a study conducted in the United Kingdom that focused on 65 manufacturers, the market performance of enterprises is positively impacted by green products. The findings indicated that the value offerings of the

organization are considerably differentiated by green distribution and green products in comparison to green pricing and green marketing activities. The investigation was conducted in the United Kingdom, not Nigeria.

Kirimi (2014) implemented descriptive survey research to evaluate Green marketing mix techniques and their impact on the success of Nairobi-based companies that sell fast-moving consumer products. The report indicates that businesses are adopting green product strategies at an accelerated rate, and commodities that satisfy legal requirements have a substantial effect on business performance in terms of competitiveness.

Ottman (1997) describes eco-friendly commodities as having sustainable raw material sources, extended product life cycles, and a reduced risk of hazardous consequences. The significant challenge of environmentally favorable product packaging and labeling is encountered by numerous organizations (Belz and Peattie, 2009).

A descriptive cross-sectional study was conducted by Mohammad, Abd, and Umami (2015) to investigate the impact of green marketing strategies on the performance of businesses. The results showed that the greening of the strategy is an expensive process due to investing in new apparatus and staff education. Every one of these endeavors incurs external expenses. All of these expenses are included in the final cost of a product. However, as numerous organizations have discovered, these expenditures may be mitigated or eliminated by employing less packaging material.

According to Arseculeratne and Yazdanifard (2013), the incorporation of green operations is costly due to the cost of implementing new technology and apparatus. Additionally, the cost of educating employees and converting waste into repurposed products is substantial. Therefore, when we discuss the greening of pricing, we are referring to premium or elevated prices. Additional justification for these critical actions necessitates persuasive advertising messages. In fast-moving consumer items, green pricing tactics are moderately employed when consumers are ready to pay additional for the "green" product (Kirimi, 2014).

A cross-sectional study was conducted by Kwakye and Magali (2012) to investigate the attitudes and purchase intentions of consumers toward eco-friendly

products in the fast-moving consumer goods (FMCG) industry. Customers who have previously purchased eco-friendly items based on their perceptions of the products' quality and value and have been satisfied with their purchases are more likely to make repeat purchases, according to the results.

Ottman (2002) discovered that 80% of the 238 students who were surveyed expressed their intention to purchase eco-friendly products that were deficient in quality in comparison to alternative products. Additionally, 74% expressed their desire to purchase products that were inferior in quality but caused less environmental contamination. In conclusion, the investigation revealed that consumers are hesitant to compromise product quality for environmental reasons. Nevertheless, it is crucial to acknowledge that this research was conducted on a sample of Indian students and may not be indicative of the entire community.

Rahim, Lyndon, and Zukni (2012) conducted research that demonstrated the effectiveness of techniques such as public relations and ecological advertising in the promotion of products, services, and ideas. Companies may exhibit their dedication to environmental preservation and protection by employing these communication strategies. Green advertising is also implemented by companies to inform their stakeholders about their activities, their contributions, and their impact on global issues. In the same vein, governments employ green advertising to increase public awareness of the necessity of environmental preservation.

Results of the performance and strategy research on Green Promotion conducted by Arseculeratne and Yazdanifard (2014). One approach to disseminate information regarding environmental consciousness is through direct marketing, public relations, sales promotions, and advertising. Nevertheless, the majority of green campaign plans incorporate public relations and advertising strategies in order to effectively communicate the organization's environmental commitment. Green advertising may promote products and justify their benefits and cost. The process of "greening" often requires extensive PR.

Results are corroborated by Zuhairah and Azman. (2014) examined how the company's green marketing approach affected its Malaysian performance. The company's

performance increased after green innovation and marketing. Both studies lack methodological and contextual evidence.

The findings of Kirimi (2014) suggest that FMCG firms in Nairobi County employ a significant amount of green marketing strategies, which could potentially enhance their competitiveness and affect their performance. According to Dsouza (2005), consumers who are not frequently exposed to such messaging may find the language used in advertising claims to be somewhat technical.

Companies may implement initiatives to mitigate the adverse environmental effects of their marketing communications (Kotler, 2011). For instance, Dell Company's direct mail catalogs employ approximately half recycled paper, as per Peattie and Belz (2009). Businesses may effectively communicate their environmental preservation initiatives and accomplishments to their stakeholders by advocating for a green program, as per Dahlstrom (2011) and Belz and Peattie (2009). According to Graci and Dodds (2008), certain advertisements that advertise environmentally responsible products may mislead consumers. The use of terms such as "compostable" and "biodegradable" in advertisements has been the subject of criticism, as it is believed that they are overly technical, have ambiguous meanings, and necessitate scientific expertise to comprehend. For example, some certification and promotion programs for tourist destinations and products may use ambiguous and vague terms such as "green," "sustainability," and "environment" to deceive consumers.

According to Nyilasy (2013), marketers require a communication strategy that attempts to effectively communicate the company's offer in order to successfully promote eco-friendly products. It is crucial for marketers to establish a connection with consumers on a deeper level while simultaneously adhering to ethical green advertising practices that increase sales when introducing an eco-friendly product. Marketers should avoid "green washing" by emphasizing the innovative product's strengths, the process's concerns regarding product quality, and the performance benefits associated with green qualities.

Green distribution selects distribution routes and channel members to minimise environmental impact. "Green distribution programmes typically involve monitoring" to improve environmental performance throughout enterprises' demand chains (Martin and

Schouten, 2012). Location, assortments, channels, coverage, and inventory are all part of "place," which Kotler and Keller (2009) describe as consumer delivery. Dheeraj and Vishal (2012) provide green packaging, transportation, and storage for distribution.

Mwaura, Letting, Ithinj, and Orwa (2016) conducted a study of food manufacturing firms in Nairobi to ascertain their green distribution strategies and methods for maintaining a competitive edge. The study's findings indicate that green packaging, which encompasses biodegradable and environmentally favorable materials, has the potential to increase sale volume, product quality, and delivery times, while simultaneously reducing transportation expenses and increasing profit margins. Ninlawa (2010) defines "green packaging" and "green labeling" as the reduction of packing materials and the increase in the use of recyclable materials. According to Amemba (2013), the utilization of effective packaging and the reorganization of cargo patterns may result in a reduction in material consumption and handling, while simultaneously increasing the utilization of retailers and warehouses. The green location (distribution) approach is the preferred method of green marketing among FMCG companies in Nairobi County, as per Kirimi (2014). The research indicates that verdant space has the most significant effect on performance in comparison to other strategies.

Both Olga (2012) and Ninlawan, Seksan, Tossapol, and Pilada (2010) contend that the alignment of distribution networks increases the efficacy of transportation and burden for businesses. The foundation of green distribution is sustainable logistics and packaging, as per Muma, Nyaoga, Matwere, and Nyambega (2014). This study employed a correlational research strategy to determine the influence of GSCM on ecological performance. The study's findings indicated a positive correlation between environmental performance and green distribution.

Matthews (2011) contends that businesses should establish disposal and product reuse policies in collaboration with channel members to encourage consumers to return recyclable products. When developing environmentally sustainable transportation, it is crucial to consider fuel, transportation modes, infrastructure development, and operating methodologies (AlOdeh & Smallwood, 2012). Consequently, the reduction of waste and the optimization of available resources will contribute to operational excellence.

Businesses should prioritize sustainable practices when selecting the appropriate method of powering their storage facilities. Hydro, wind, or solar energy can be employed as an alternative to electricity to power these storage facilities.

The primary objective of constructing storage facilities should be to prevent environmental degradation. Additional objectives should include the maintenance of proper humidity, the prevention of corrosion, and the enhancement of waterproofing (Zhang & Zheng, 2010). This will enable organizations to optimize their operations and manage their expenditures. Nevertheless, there are impediments to green distribution, such as the perception that a company's commitment to environmental protection results in additional expenses, a scarcity of available funds, and the high initial costs of staff training and environmental audits.

The study of Ala et al (2023) on an Empirical Analysis of Sustainable Organizational Performance in Developing Countries and Green Marketing Practices. Despite the extensive literature on the subject, there is a scarcity of research on the impact of green marketing (GM) on sustainable organizational performance in developing nations. The Palestinian agricultural industry and the long-term organizational performance impacts of genetic modification (GM) are the primary focus of research in this field. The data associated with GM practices and organizational sustainable performance was analyzed in this study using Partial Least Squares Structural Equation Modelling (PLS-SEM). A questionnaire was implemented to gather the data. The findings illustrate a straightforward, unstructured quasi-GM methodology. Green product, green placement and distribution, and green advertising all contribute to a company's increased environmental performance (EP), which in turn increases its economic performance. Social performance (SP) is correlated with green distribution. However, the long-term viability of the organization's performance is not discernible as a result of green pricing. This research makes a substantial contribution to the literature by being one of the few to investigate the impact of genetic modification on the organizational sustainability of firms in developing country contexts, in an effort to address sustainable performance challenges in today's complex business settings.

Eko et al. (2024), Green Marketing Practices and the Marketing Performance of Financial Technology (FinTech) Companies in Nigeria. The research focused on Nigerian financial technology enterprises' Green Marketing Performance and Green Marketing Practices. The marketing performance of Fin-tech businesses was meticulously examined in relation to the influence of electronic banking, digital marketing, and environmentally friendly financial services. The study employed a cross-sectional survey as its research strategy. A standardized questionnaire was utilized to gather primary data from 318 customers of financial technology services in Calabar. Descriptive statistics were utilized to analyze and interpret the data, while multiple linear regression was applied to evaluate the study's hypotheses. The research indicates that digital marketing, electronic banking, and green financial services substantially improved the marketing performance of Nigerian financial technology firms. Given these findings, we asserted that financial technology companies ought to prioritize sustainability by consistently providing green financial services, promoting paperless transactions, incorporating digital tools into marketing, and adopting electronic banking solutions to reduce environmental impact and foster a shift away from traditional banking practices. Sustainable practices and environmentally conscious efforts can markedly improve the marketing efficacy of Fin-tech firms in Nigeria. This will strengthen the brand's image, correlate with the growing worldwide trend towards green finance, and attract environmentally concerned consumers. Furthermore, we recommend that further research be expanded to include additional economic sectors in Nigeria to illustrate how green marketing may improve marketing performance in the modern context, considering the limitations of the study

CHAPTER III

Theoretical Framework

The Effect of Green marketing on organizational performance

Discussion of green marketing cannot be separated from its four elements, namely products, prices, promotions, and places. The "green marketing" strategy promotes eco-friendly products. The application of green marketing in a company includes the production process, price choice, advertising, and distribution.

Green marketing comprises the production and selling of products to satisfy the demands of customers who place a high priority on environmental sustainability. To satisfy customers, the process and activities that entail offering eco-friendly products or services are required (Rex & Baumann, 2007). Kotler and Armstrong (2008) recommend recyclable and reusable packaging, environmental regulation, and energy efficiency for these products. "Green marketing" promotes sustainable development. It entails marketing environmentally friendly products and services that encourage sustainable environmental preservation. It includes production process, product line, packaging, and promotional changes (Digelel and Yazdanifard 2014). According to Ottman (2011), companies should include environmental factors into production, promotion, distribution, packaging, and marketing. According to Prakash (2002), "green marketing" is the process of informing customers about industry, business, and product while simultaneously considering environmental considerations.

According to Welford (2000), "green marketing" is a management process that identifies, anticipates, and meets the requirements and wants of customers in the framework of sustainable and successful marketing. Grant (2008) defines "marketing" as the planning, development, and promotion of consumer-satisfying, environmentally friendly products and services. According to Cheah and Phau (2005), the term refers to all business-driven initiatives that meet consumer demand while reducing environmental impact. Coddington (2003) and Schoell & Gultinan (2003) assert that green marketing contributes to the enhancement of a company's brand image and fortifies its environmentally friendly reputation. The green marketing process include the creation and

upgrading of ecologically friendly product manufacture, pricing, promotion, and distribution. Jeevarathnam and Tushya (2016) define "green marketing" as a sustainable development approach that advocates for the selling of environmentally friendly products and services. The sole distinction between green marketing and traditional marketing is in the development, pricing, distribution, and promotion of environmentally friendly products or services that fulfill clients' ecological requirements.

Green Product

Marketers sometimes confuse the phrases "green products" with "eco-friendly products." The word "eco-friendly" denotes products or services that are advantageous to both the environment and the consumer. The product is central to the green marketing mix, according to Fan and Zeng (2011), reflecting its environmentally friendly characteristics and all associated components. This encompasses the production process, the packaging, the materials utilized, and so forth. Naturally, there is a significant number of individuals who are in favor of ecological marketing. Green products are environmentally safe and contribute to the attainment of long-term objectives, such as the preservation of habitats and the mitigation of negative impacts, according to individuals such as Tseng and Hung (2013), Singh and Pandey (2012), Kumar and Ghodeswar (2015), Diglel and Yazdanifard (2014), Eneizan and Wahab (2016), and numerous others. They are also certified by an acknowledged organization, and they contribute to the conservation of energy and resources, the elimination or significant reduction of the use of toxic ingredients, and the reduction of pollution and waste. Some green products are created by recycling old goods and re-purposing them in a manner that optimizes their efficiency, thereby reducing the consumption of water, energy, petroleum, and money. The labels are certified as environmentally friendly, and the packaging is also environmentally friendly.

Green Price

Price is the cost the customer pays for a product or services. Only price correlates sales returns and profit among the marketing mix elements (Awan, 2011). The rest cost

money. Price represents monetary values that are substituted by benefits and fundamental ownership or use of products or services. Customers use their purchasing power to gain from the product or service, and environmentally friendly products cost more due to that production process (Al-Salaymeh, 2013).

The research shows that most consumers will pay more for a product that significantly improves its value. Performance, aesthetics, taste, design, and utility can increase its value (Sharma, 2011). Environmental advantages of products are not just a nice feature; they often decide the winning product among those of equal price and quality (Singh, 2013). Thus, Hashem and Al-Rifai (2011) describe green pricing as the price set by the company's environmental policies and actions, as mandated by legislation and corporate directives. When it comes to integrating new technology and equipment, covering external costs, converting rubbish into recycled products, and teaching workers, the price of being environmentally friendly is significant. The product's price will presumably include these costs. The Green Price rises with other prices. (Arseculeratne & Yazdanifard, 2014) Green pricing methods evaluate the economic and environmental costs of production and marketing while ensuring an acceptable return for the firm and giving value to customers. Firms' tactical pricing techniques may include, but are not limited to, raising the price of eco-unfriendly products and offering rebates on recycling package returns.

Green pricing promotes effective product production by considering the host environment, inhabitants, and profit. In certain circumstances, the price is higher than the cost of alternatives. Some customers may choose a greater price to check the product's eco-friendliness. Without thinking, some choose the ecologically friendly option above the price (Solvalier, 2010). As customers prioritize price, marketers work to increase the perceived value of their products via improvements in performance, utility, design, and aesthetics. This method works because people will pay more for products they think are better. Customers' willingness to pay extra for eco-friendly products may not last. The product life-cycle lowers these products' prices, according to Larashati, Hudrasyah, and Chandra (2012). Green marketing methods are utilized since certain customers are ready to pay more for eco-friendly products. Due to the potential benefits of this customer

category, companies are incentivized to produce environmentally friendly products and execute environmentally friendly operations and marketing tactics, such as recycling, resource reuse, and green supply chain alliances. However, the global economic slump has created questions about paying more for eco-friendly products. Thus, customers choose traditional, low-priced goods to ecologically friendly products (Sharma & Iyer, 2012).

Green Place

A product can be purchased at a Place location. Shops can be physical or online. This marketing mix element is called "how-to-handle-distance". Green distribution channel selection that minimizes environmental harm is relevant to this topic. Please make sure the products are stored in a clean, eco-friendly environment and that the distribution methods are acceptable. Place is not a key cost factor generator; yet, it has various features that might produce cash and assure outcomes. Logistics the acquisition, handling, distribution, storage, revival, and disposal of materials also affects the connection. The main source of environmental degradation is transportation of raw materials and finished goods. Thus, marketers must create safety standards throughout product distribution. Businesses may achieve green distribution by working with channel partners to create product, reuse, or disposal agreements and allowing customers to return recyclables. The term "green place" refers to several concepts, including efficient logistics management that reduces emissions from the transportation of raw materials and finished products, making it easier for customers to get these goods, and following strict environmental regulations in all cycling procedures. This implies environmentally concerned companies should implement a green distribution plan to reduce their distributors' environmental effect.

The decision of where and when to make a product available by an organization has a big impact on customers as few go out of their way to locate green products to buy. Due to the complexity of green distribution, customers must be satisfied that the product is ecologically safe. Green distribution is challenging since it is constantly regulated,

necessitating that firms be extremely compliant while distributing environmentally friendly products (Yazdanifard & Mercy, 2011).

Distribution is an essential part of the marketing process itself and one of the pillars of the marketing mix. A two-way distribution system based on green marketing may help merchants and distributors engage with customers and fulfill their interests. This bond will endure. The recycling process is the foundation of the two-way distribution system, which involves transferring used products' leftovers (such as empty containers and plastic bags) back to its production or sale sites. Different cultures apply this notion differently. US groups who collect plastic and glass bottles and cans have agreements with trademark holders to receive the sorted, empty containers for remuneration. Based on Al-Salaymeh (2013).

Green Promotion

An organization's promotion process informs, reminds, persuades, and reinforces customers to buy green products and transfers environmental information to those involved in its activities. Promotion is a vital element of green marketing. Giving customers accurate information about products without endangering their financial or moral interests is known as "green promotion," (Hashem and Al-Rifai, 2011). This method also uses marketing message tied to products or services to express the company's values and environmental image to its customers. Environmental advertisements and posters, sales and PR promotion, personal sales, and packaging are integrated elements of the instrument that aid in the promotion process (Al-Salaymeh, 2013).

Green promotion balances the firm's profit desire, the target audience's interest, and the host communities' natural resources by aligning all promotional tools, including advertising, public relations, marketing materials, signage, sales promotions, direct marketing, on-site promotions, video presentations, etc. Green advertising appeals to environmentally conscious consumers' wants and desires by promoting the purchase of environmentally friendly products and highlighting their positive effects on the environment (Rahbar & Abdul, 2011). The green promotion process enhances the likelihood that corporate statements about their production products and environmental

friendliness will be appropriately scrutinized and analyzed (Lao, 2014). According to Shirsavar and Fashkhamy (2013), companies' environmental preservation measures aim to attract customers. To demonstrate the company's green endeavors, product packaging is include environmental commitment promises and real commitments.

Institutional theory

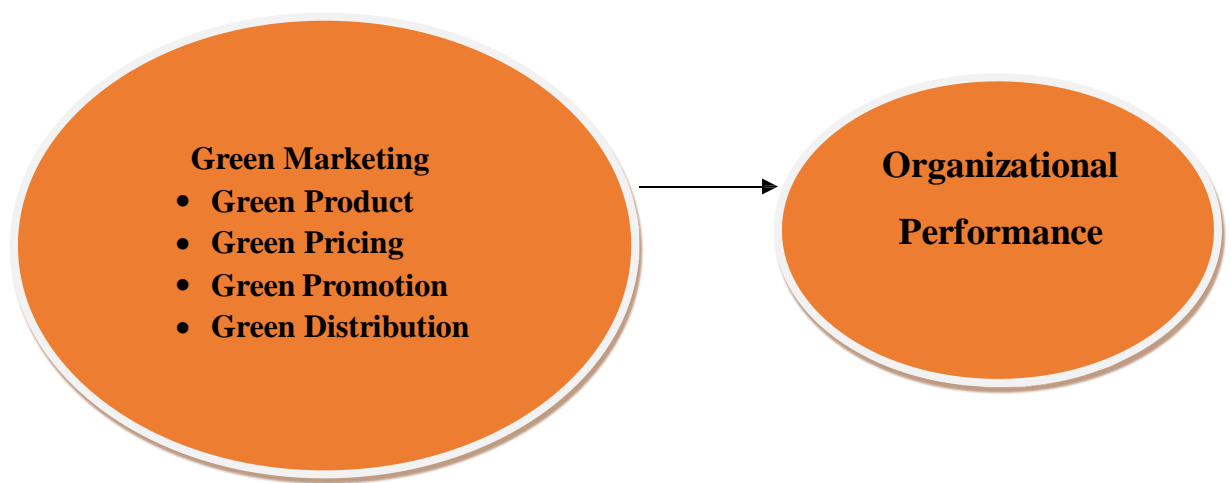
Institutional theory examines how social expectations on appropriate behaviour shape the structure and practices of organisations. Hartand Ahuja (1997) posits that companies endeavour to enhance the sustainability of their products and processes for a variety of reasons, such as the desire to establish trust with external organization and their sense of social responsibility. Organizations regard these methodologies as morally solid and advantageous. This theory is pertinent to our investigation due to its advocacy for corporate social responsibility (CSR), an ethical practice that businesses should adopt. Lopez, Rodriguez, and Sofia employed institutional theory to examine the implementation of green marketing strategies in their 2012 research. Ochieng (2014) employed institutional theory to investigate the influence of green marketing on Nigerian commercial bank cost management.. This theory also promotes corporate social responsibility in relation to product benefits, distribution, and advertising claims, all of which contribute to green marketing and company performance, in addition to promoting profit maximization.

The researcher formulated the following hypothesis based on the concept and the correlations discussed above:

Hypothesis: Green marketing has significantly positive effect on organization performance in Pz Cussons Nigeria Plc's

Figure 1 shows thesis's conceptual model. The dependent variables in this study is the performance of organizations, whereas the independent variable is Green marketing others includes price, product, promotion and distribution.

Figure 1: Conceptual Model



Sources: Researcher, 2024

CHAPTER IV

Methodology

Methods for Collecting Data and Conducting Analyses are comprehensively described in this section. This section outlines the research methodology employed to determine the impact of green marketing on organizational performance, from the conceptualization and development of the measuring instrument to the execution of the research and interpretation of findings. The study design included the independent variable (price, product, promotion, and distribution) and the dependent variable (organizational performance).

Research Design

To discover answers or solutions, researchers perform thorough and systematic investigations of the issue at hand (Sekaran, 2003). A research project comprises a sequence of carefully orchestrated efforts aimed at identifying potential answers to issues or, at a minimum, alleviating them. Mann (2003) asserts that researchers are more inclined to obtain relevant data when their investigations are meticulously organized, facilitating the organization and execution of the inquiry to achieve the intended results. Research encompasses a range of duties, including investigation, inquiry, analysis, and evaluation, according to Kothari (2009). The current research strategy and the various research paradigms are discussed in this section. This study used explanatory research to determine how green marketing organisations affect Pz Cussons Nigeria Plc's organizational performance. Quantitative methods are best for this sort of study, which has these goals. A survey questionnaire will be implemented to accumulate data regarding the organization's performance in relation to green marketing. A questionnaire is an excellent instrument for gathering reliable data from respondents due to its affordability and simplicity of implementation (Kothari, 2009).

Procedures

The study strategy/methodology encompasses data collection, categorizing, processing, and analysis (Mang'era, 2021). These procedures were implemented during this investigation:

1. A comprehensive examination of pertinent literature.
2. Utilizing the sampling analysis table devised by Krejcie and Morgan (1970), selecting a convenience sampling from the study population.
4. Making the questionnaire accessible to the participants of the study.
5. Selecting a statistical methodology for data analysis and interpretation.

Target population

The population of the study consists of 996 from various departments at Pz Cussons Nigeria Plc. Krejcie and Morgan (1970) provide a table that indicates that 274 samples were collected from a total population of 996.

Table 1.

The Target Population Table (Continued)

S/N	Department	Sample Size
1	First line Management	66
2	Middle Management	131
3	Top Management	77
	Total	274

The sample will consist of 274 participants. Consequently, we will employ the census research approach, which is frequently employed when the populace is small or when it is logical to involve all individuals. The details of all members of the intended audience will be collected. A census is a comprehensive tally of a population. A comprehensive tally is the term used (Umar, 2013).

Sample and Sampling Methods

Non-probability convenience sampling was used in the inquiry. Subjects are selected via convenience sampling (Rao and Klein, 1994). Their desire to participate, availability during the study, or closeness to the research site may explain this. The objective of employing a convenience sample is to guarantee that the Lagos, Nigeria location of Pz Cussons Nigeria Plc is accurately represented. The clientele, shareholders, and executives of Pz Cussons Nigeria Plc are the intended recipients. Eniola (2018) asserts that Pz Cussons Nigeria Plcs are significantly responsible for the increase in employment, surpassing even larger corporations. This is a result of the numerous ways in which Pz Cussons Nigeria Plcs differs from significant organisations. One such distinction is the variety of green marketing strategies and solutions that are accessible to them. It is imperative to take into account the requirements of this study in order to develop a thorough comprehension of the effects of these decisions on the subjects under investigation.

The sampling analysis formula of Krejcie and Morgan (1970) was employed to ascertain that 274 participants constituted an appropriate sample size for this investigation from population of 996. Krejcie and Morgan (1970) provide a table that indicates that 274 samples were collected from a total population of 996.

According to Krejcie, R. and Morgan (1970) the formula for determining sample size is shown below (Krejcie and Morgan, 1970):

$$S = \frac{x^2 np(1-p) + d^2(n-1) + x^2 p(1-p)}{e^2}$$

s = required sample size

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841)

n = the population size

p = the population proportion (assumed to be 0.50 since this would provide the maximum sample size)

d = the degree of accuracy expressed as a proportion (0.50)

Measures

The study's measures are comprised of the questions that participants respond to. Surveys should encompass subjects that are relevant to the research questions. Scales can be employed to quantitatively represent a variety of quality levels. Quantitative investigations are distinguished by their use of controlled methods and measurement. The data generated by these devices enables researchers to conduct statistical analyses, compare groups, and assess therapies (Rao and Klein, 1994). The researcher will utilise a survey questionnaire to collect data. A demographic data set and a questionnaire with twenty questions that are further segmented to align with the scales of the dependent and independent variables are the instruments employed in this study. The research scales were adopted from the on previously developed questionnaire of Mungai (2014). A permission from the author to use the questionnaire was obtained through email before starting the research. **The details of the questionnaire and its individual sections are listed below:**

Section I. Demographic Variables: This section measured the demographic status of respondents with a number of variables including the age, gender, marital status, position, educational level, years of working, and present position.

Section II. Green Marketing Scale application questions were adopted from prior research by and Mungai (2014). It includes four dimension that will be listed below:

1. Green Product scale questions were adopted from prior research by Mungai (2014). Example Item includes: process of product packaging is not harmful to the environment.

2. Green Pricing Scale questions were adopted from prior research by Mungai (2014). Example Item includes: Products Price are affordable due to the efficient cost of production.

3. Green Promotion Scale questions were adopted from prior research by Mungai (2014). Example Item includes: the promotion of your product depicts environmental concern.

4. Green Distraction Scale questions were adopted from prior research by Mungai (2014). Example Item includes: Company selects distribution channels that minimise environmental damage.

Section III. Firms' Performance Scale the Firms' Performance questions were adopted from prior research by Mungai (2014). Example items include; Notable Increase in sales volumes/profit after the adoption of green marketing strategies.

In order to ascertain the factors that influence the efficacy of green marketing, the researcher implemented a 5-Point-Likert scale to guarantee an accurate response to each inquiry. The surveys, which are a reflection of the respondents' opinions, were dependent on the five measures.

Table 2.

5-Point-Likert scale degrees.

Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
5	4	3	2	1

Data Source and Collection Instruments

The investigation will employ two distinct categories of data: primary. Primary data will be collected through questionnaires. The surveys were divided into three primary sections. Part I consisted of the demographic information provided by

the respondents. Part II examined the green marketing strategies (Green place, Green promotion, Green Product, Green Place), while Part III examined the company's performance. The data was collected from a variety of departments, including engineering (development), research and development (R&D), consumers (development), auditing (development), and risk control (development), in order to obtain precise information. We selected these individuals to partake in our survey because we were aware of their expertise regarding Pz Cussons Nigeria Plc's green marketing strategies and their impact on overall performance. The researcher employed a drop-and-pick technique due to its simplicity. In order to guarantee that all respondents were reached, certain surveys were transmitted via email. Questionnaires were the preferable method due to their effectiveness in collecting data. Questionnaires serve to convey responders' viewpoints about a study issue (Dempsey, 2003). Questionnaires inhibit the researcher from manipulating or altering the data, hence ensuring the acquisition of accurate and reliable information.

Data Collection Procedure

Data Collection Procedures In order to clarify circumstances that would otherwise be perplexing, surveys are frequently used as a standard method of gathering information.

Nevertheless, questionnaires were implemented to acquire primary data regarding Pz Cussons Nigeria Plc's green marketing. Questionnaires contained both Likert-type questions, with the intention of obtaining enough and accurate data in accordance with the objectives of the study.

The researcher required one month to accumulate all the data. Participants were contacted via email, WhatsApp, and the official social media accounts of corporate management to receive a link to the Google Form questionnaire. In addition to the questionnaire, we distributed a participant information document that delineated the research and requested their informed consent.

Ethical Considerations

The subjects were obligated to obtain authorization from the Near East University ethical committee prior to receiving the approved surveys. This was implemented to guarantee that all academic and ethical standards for research apparatus were met. Furthermore, the Near East thesis standards were examined, and the degree of plagiarism was determined to be within the permissible limit. The citations and references for all sources were accurately completed. All respondents provided their informed consent after being apprised of the study's objectives and methodologies.

Data Analysis Plan

Before being tabulated, the data from the research has been cleansed, transcribed, and categorized. SPSS 25 will be implemented to analyze the data. Descriptive statistics, including frequency and mean, will be employed to analyze the demographic variables and questionnaire scales. In order to verify the relationship between the variables, we will conduct a correlation study. Finally, regression analysis will be implemented to determine if the hypotheses are significant or not. The model is employed to forecast the dependent variable after the independent variables have been updated to their new values. Regression analysis may be implemented with either continuous or categorical variables, or a combination of the two. Numerous disciplines, including finance, economics, and the social sciences, depend on it (Tromp and Kembo, 2006).

CHAPTER V

Data Analysis and Results

Number of Respondents

A total of 274 surveys were distributed and received. Not a single individual declined to participate. The table by Krejcie and Morgan (1970) indicates that conclusions may be drawn from the study with this level of participation. Descriptive statistics and demographic information (the "Green Marketing" independent variable and the other dependent variables, "Organization Performance") were the primary areas of focus for the data interpreter. The researcher also employed regression and correlation analysis to determine the significance of the hypotheses and the relationship between the variables.

Reliability

Table 3 displays the Cronbach's alpha scores of the study variables. The Cronbach's alpha analysis of this study demonstrated that the demographic variable segment was 79% reliable. Additionally, the Organizational Performance Scale demonstrated a dependability of 78.3%, Green Marketing 91.4%. It is evident from this research that the questionnaire and assessments employed to gather responses from the participants are reliable and valid. The reliability statistics of the questionnaire and the scales were both greater than 70%, which is sufficient to conduct statistical analysis of the hypotheses based on the study data (Clave 2002: 578).

Table 3.***Reliability Statistics***

Variables	No. of Items	Cronbach's Alpha
Demographic Variables	7	0.79
Organizational Performance	4	0.783
Green Marketing	19	0.914
Total Reliability	30	0.868

Demographic Data

The table 4 below shown the demographic data of gender, age, marital status, educational level, position in organization, and years of working in the company, years of serving in the present position. The analysis on gender shown that 126 (46.0%) respondents were female while 148 (54.0%) were man. In the age, 20-29 years respondents were 105 (38.3%), 72 (26.3%) were between 30-39 years, 75(27.4) were between 40-49 years, 20 (7.3%) were 50-59 years and 2 (.7%) were 60 years above. Furthermore, 147 (53.6%) were married while 127 (46.4%) were single. The educational level, 37 (13.5%) had college/diploma qualifications, 165 (60.2%) had graduate qualifications, 66 (24.1%) had postgraduate qualifications, 6 (2.2%) had secondary qualifications. The position in the organization respondents shown that 66 (24.1%) were first line management, 131 (47.8) were middle management, top management 77 (28.1%). The years of working in the company shown that 39 (14.2%) had work less than 1 years, 47 (17.2%) had work 1-2 years, 84 (30.7%) had work 3-5 years, 70 (25.5%) had work 6-10 years, 20 (7.3%) had work 11-14years, 12 (4.4%) had work 15-19years and 2(.7%) had work 20- above. The years of serving in the present positions shown that 160(58.4%) had

served less than 3 years, 76 (27.7%) had served 3-7 years, 27 (9.9%) had served 5-7 years, 4 (1.5%) had served 7-9 years, 7 (2.8%) had served over 10 years.

Table 4.

Demographic Statistics

Variables	Categories	Frequency	Percentage
Gender	Male	148	54.0
	Female	126	46.0
	Total	274	100.0
Age	20-29	105	38.3
	30-36	72	26.3
	40-46	75	27.4
	50-59	20	7.3
	60-above	2	.7
	Total	274	100.0
Marital Status	Married	147	53.6
	Single	127	46.4
	Total	274	100.0
Educational Level	College/Diploma	37	13.5
	Graduate Level	165	60.2
	Postgraduate Level	66	24.1
	Secondary Level	6	2.2
	Total	274	100.0
Position	First Line	66	24.1
	Management		

Table 4.***Demographic Statistics (Continued)***

	Middle Management	131	47.8
	Top Management	77	28.1
	Total	274	100.0
Years of working in this position	Less than 1 years	39	14.2
	1-2 years	47	17.2
	3-5 years	84	30.7
	6-10 years	70	25.5
	11 -14 years	20	7.3
	15-19 years	12	4.4
	20 – above	2	.7
	Total	274	100.0
Years of Serving in your present position	Less than 3 years	160	58.4
	3-7 years	76	27.7
	5-7 years	27	9.9
	7-9 years	4	1.5
	Over 10 years	7	2.6
	Total	274	100.0

Descriptive Statistics

Table 5 showing the independent variable is Green marketing others includes price, product, promotion and distribution. The study seeks to examine how the green market affects company outcomes. The following five-point Likert scale options were used to collect responses: On this scale, 5 indicates strong agreement, 4 agree, 3 neutral, 2 moderate disagreement, and 1 strong disagree. Table 3 shows the

respondents' means on green marketing. The statistical results shows that the products meet all legal requirements, including being biodegradable, compostable, reusable, recyclable, and durable, and the conserve energy, water, and material resources during production to reduce waste and increase efficiency had highest mean score of 4.22. Also, reduces energy, water, and material waste from production. Labeling of products/ flowers clearly indicate the various components or claim that builds the product: Grade, Ingredients/components, instructions same means score as 4.22. Products production process not harm to human and animals had means score of 4.17. The labeling of products/flowers which indicate the various components had means score of 4.14. The decisions relating to products and actions that aim to benefit through energy have mean score of 4.11 while Packaging not harmful to environment with a mean score of 4.05.

The statistical findings on Green Pricing strategies show that green premium product price a reflection of product quality had the highest mean score of 2.20, followed by customers are willing to pay for greened product. The products price are affordable had the mean score of 4.07. Packaging related costs constitute part of the unit cost had mean score of 4.05 while the portion of product price goes to conservation community support, hospital, road etc had mean score of 4.04.

The statistical findings on Green promotion strategies show that the promotion campaigns through electronic media have the highest mean score of 4.27, follow by the company promotion culture saving energy and operational activities with the mean score of 4.23, the claim of adverts not misleading customers had mean score of 4.16, your company products sponsor environment had mean score of 4.12, the promotion tools like posters and booklets had mean score of 4.05, the promotion of your product depicts environmental concern had mean score of 4.02.

The statistical findings on Green distribution (place) show that product wrapping and packaging to protect physical damage have the highest mean score of 4.26, follow by the staled and expired product are recalled for disposal in an environmental friendly manner had mean score of 4.24, the products from your company are delivered as per schedule to avoid spoilage and wastage had mean score

of 4.16, the products while under distribution are stored in a manner that quality is maintained had mean score of 4.15 while company selects distribution channel that minimize environmental damage had mean score of 4.11.

Table 5.

Mean statistics of Green Marketing Activities

Variable	Categories	Means	Std. Deviation
Green Product Strategies	Products from your company meet legal specification as may be required by law e.g Biodegradable, Compostable, Reusable, Recyclable, Durability.	4.22	1.090
	Process of product packaging is not harmful to the environment	4.05	1.080
	Products production processes that are not toxic or do not harm animals and humans	4.17	1.076
	Conserving energy, water and material resources in production to avoid wastages and improve efficiency	4.22	.984
	Labeling of products/ flowers clearly indicate the various components or claim that builds the product: Grade, Ingredients/components, instructions.	4.14	1.025
	Decisions relating to products and actions that aim to preserve or be of benefit to the physical environment through resources such as energy	4.11	1.008
Green Pricing strategies	Products price are affordable due to the efficient costs of production	4.07	1.115

Table 5.***Mean statistics of Green Marketing Activities (Continued)***

	A portion of product price goes to conservation of Lake Naivasha, wildlife conservation, and community support: Hospital, Schools, Roads, Employment.	4.04	1.138
	Customers are willing to pay a little more for the greened or natural Products	4.20	1.005
	The green premium product price reflect product quality and value	4.26	.962
	packaging related costs constitute a big part of the unit cost	4.05	.980
Green Promoti on Strategies	The promotion of your products depicts environmental concern	4.02	1.082
	Promotion campaigns are done through electronic media	4.27	1.033
	Promotion tools like posters, brochures and booklets are made from biodegradable and/recyclable materials	4.05	1.033
	The company participates in corporate social responsibility activities	4.13	1.090
	The claim on the adverts are true and not misleading to customers	4.16	.991
	Your company and products sponsor environmental conservation activities such: Afforestation, Water Conservation, and Animal Protection.	4.12	1.035
	The company promotes the culture of saving energy, water and resources in its operational activities	4.23	.981

Table 5.***Mean statistics of Green Marketing Activities (Continued)***

	The company through its public relations initiatives creates green awareness campaigns	4.17	.996
Green distribution (place) strategies	Products from your company are delivered as per schedule to avoid spoilage and wastage	4.16	1.012
	Products are wrapped/ packaged in a manner that protect it from physical damage	4.26	.982
	Products while under distribution are stored in a manner that quality is maintained	4.15	1.106
	Stale and expired products are recalled for disposal in an environmental friendly manner	4.24	1.023
	Company selects Distribution channels that minimize environmental damage	4.23	.981

Descriptive Statistics of Organizational Performance

Table 6 showing the Organizational Performance Scale of the company. The study's main objective is to determine how green marketing influences company. A 5-point Likert scale with the following options was used to collect responses: On this scale, 5 means strong agreement, 4 agree, 3 neutral, 2 moderate disagreement, and 1 strong disagree. Table 8 shows the descriptive Statistics of Organizational Performance Scale. According to the statistical findings, the company uses innovative manufacturing technology, which reduces waste, improves transportation, and lowers production energy usage mean score of 4.28. Water recycling and renewable energy sources like geothermal heat reduce waste and boost production efficiency, mean score of 4.23. Notable the average sales and profit increase following eco-friendly

marketing has mean score of 4.15. Green marketing approaches increased market share/growth compared to the mean score of 4.12.

Table 6.

Descriptive Statistics of Organizational Performance Scale

Variables	Mean	Std. Deviation
Market share/growth has increased as a result of adopting green marketing strategies as compared to period before adoption	4.12	1.024
Notable Increase in sales volumes/profit after the adoption of green marketing strategies	4.15	.913
water recycling and the use of clean energy (geothermal) has increased production efficiency by waste reduction	4.23	.928
New technology of production has been introduced in the organization which: Minimize waste, increase efficiency in transportation, Reduce energy use in production.	4.28	.889

Correlation Analysis

A correlation analysis was conducted to examine the relationships between the two data sets. Causal inference in regression analysis necessitates the first establishment of a relationship that is independent of causality; hence, correlations serve as a crucial preliminary step. Table 7 presents the correlation analysis of the gathered data. The research variables were evaluated on a continuous scale; the Spearman correlation coefficient was used to illustrate the correlations among the study variables due to the non-normal distribution of the data. The relationship between Green marketing and organizational performance indicates a strong positively correlated (.815, p value =.000) while the relationship between organizational performance and green marketing also show strong positively correlated (0.819, p value =.000). This implies strong correlation in the two

variables. As seen from table 8 and 9, all of this study variables are showing a positive and significant correlation between each other.

Table 7.

Correlation Analysis.

Scale	Green Marketing	Organization Performance
Green Marketing	1.000	0.815**
Organizational Performance	0.819**	1.000

** : Indicates Significance at 0.01.

Results of the Hypotheses

The hypotheses was tested and findings were used to statistical inferences.

Regression Analysis

The regression analysis was done to check the statistical significance of the study hypotheses. The regression simple model formula was used as presented below:

$$Y = B_0 + B_1X_1 + \varepsilon$$

Where

Y: Dependent Variable

X₁: Independent Variable

B₀: The value that y will take when the independent variable is set to zero

B₁: The constant regression coefficients. It shows the change in y when there is a one-unit change in the respective independent variable

E: The random error that shows the variation in our estimation of y

Hypothesis: Green marketing has significantly positive effect on organizational performance.

Table 8.***Model Summary***

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817 ^a	.668	.666	1.690

a. Predictors: (Constant), GREEN Marketing

Table 8 shows the results of the regression analysis of the green marketing has significantly positive effect on organization performance.

Table 8 shows the regression analysis results of the regression analysis. The statistics show that the p-value (.000) is smaller than 0.05 proving that the green marketing activities has significantly positive effect on organizational performance (p-value < 0.05). The R^2 value tells that 66.8% of the variation in organizational performance can be explained by green marketing ($\beta = .139$, $t = 23.368$, $p \text{ value} = .000$). The findings show that green marketing has significantly positive effect on organization performance. (Hypothesis supported).

Table 9.***Regression Coefficients of Green marketing effect on organization performance.***

Variable	B	T	SE	P
Constant	2.986		.599	.000
Green Market	.139	23.368	.006	.000
R^2	.668		.666	

N= 274, *p = .000

Table 10.*The Hypothesis research results*

N.	Research Hypothesis	Results
1	Green marketing has significantly positive effect on organization performance	Supported

CHAPTER VI

Discussion and Conclusion

This chapter provides the summary and findings of the study, it's as well provides the conclusion and recommendations in line with the research questions and hypothesis.

Discussion

A company going green is a way of ensuring long term sustainability but as stated repeatedly in this research in order for a company's sustainability strategy to work in the short and long term, these sustainability strategies have to be adopted in all areas of the organization, a well structured sustainability plan will lead to lasting organizational performance. A perfect example of this, is the result from the demographic analysis, it shows an almost even number of male and female employees, shows a large number of the employees are aged between 20-29. This results shows that the company has invested in diversity as a form of sustainability, this will help the company use its human resources effectively and efficiently, it will also serve as competitive advantage that will improve organizational performance. According to Gross-Golacka et al. (2022) Diversity management is now viewed as a management philosophy, recognizing and valuing diversity while aiming to improve and increase organizational efficiency.

The objective of this study is to analyse the role of green marketing on organizational performance. The statistical findings have shown green marketing having a strong and positive effect on organizational performance. As stated in chapter 2, organizational performance includes the ability of an organization to meet the defined objectives by planning strategically its resources and employees, the more impactful green marketing becomes, the more organization will invest into it. Going green has shown to be a moral and economic decisions companies take to strengthen their position in the marketplace. The results shows that after the adoption of green marketing organization faced notable increase in sales and profit, this has to do with company tapping into niche that has a target of environmentally conscious consumers, this will increase company's sales volume, attract more consumers, serve as a form of consumer retention and give company strong financial standing. According to Chikere (2023) Green Marketing had a

significant favorable impact on repeat purchases, this further strengthens thesis findings. Green Marketing help increase organization's market share, it opens the organization up to new consumers, serving as a form of competitive advantage. According to Lerch (2020) despite rising prices, customers still prefer enterprises with a good cause, companies with fair prices, transparency and a clear purpose are likely to attract consumers. Technological advancement in green marketing are created typically to further environmental preservation, this has positively impacted organization's waste management, transportation efficiency, reduction of energy in production. According to Savciuc and Gangan (2023), green marketing has grown due to technological advancement that makes sustainable practices more accessible and cost-effective for business. This is further strengthen by the study of Azunwo et al. (2020) that states that adopting green marketing practices can enhance an organization's image and reputation among customers, leading to increased revenue, resource efficiency, savings, reduced input costs, and increased profitability. Statistical findings point out that there is significant relations between green marketing activities and organizational performance.

The results of hypothesis testings show that there is significant relations between green marketing activities and organizational performance. The statistical findings of green marketing activities demonstrate that it has a positive effect on organizational performance. According to Fuentes (2015) and Papadas et al. (2017), a company can enhance its brand loyalty and sustainability performance which encompasses economic, social, and environmental factors by incorporating a green marketing strategy into all facets of its operations. The performance of organizations is substantially enhanced by the use of green marketing strategies, as evidenced by these findings. This implies that the performance of the organization is influenced by green marketing strategy. To give an example, as part of their green marketing activities companies manage the relevant supplies used in their production or combination, and operational procedures in Nigeria. According to Aditi (2016) and Tomasin et al. (2013) using green marketing strategies contributes to the preservation and enhancement of our natural environment by minimizing or eliminating the use of materials with negative effects on the environment, pollution, and waste, as well as the corresponding concerns of waste, and general

environmental damage. The research conducted by Kariuki and Jemaiyo (2025) shown a favourable correlation between green product packaging and organizational performance in Nigeria, emphasizing its transformational capacity to boost sales and improve market competitiveness.

The study's findings on statistics green marketing activities were significantly influenced by the concentration on the green marketing mix strategies and boosted organizational performance. Devakumar et al. (2016) found that similar results and concluded that green marketing activities increased the performance of firms. This shows that the organization's profitability is influenced by effective logistics management, effective delivery per schedule, effective selection of distribution channel that reduces environmental damage. The mentioned factors consider a focus on considering the relevant requirements not to damage the environment while transporting basic materials and completed products of firms. This is supported in the study of Devakumar et al. (2016). They confirmed that green marketing activities improved organizational performance of companies producing eco-friendly products.

Statistical findings showed that the improvement in the performance of the organization was substantially enhanced by the implementation of green marketing strategies. This implies that providing truthful product information in a manner that respects consumers' material and moral values has a notable sway on the performance of an organization. This is consistent with Dahlstrom's (2011) assertion that effective green marketing strategies also enable businesses to inform their constituents about the company's dedication to preservation and the accomplishments it has made. This further supports the findings of Devakumar et al. (2016) that green marketing strategies has a significant influence on the organizational performance of organic products.

In the organizational performance scale of the company, the findings indicated that market share and growth augmented following the implementation of green marketing strategies. This is confirmed in the study of Gabriel et al. (2012). The study showed that firms with a increased green product, price, and place strategies exhibit significantly superior profitability compared to those with little environmental marketing strategies. Likewise, Swallow (2009) indicates that the implementation of green business practices

incurs supplementary expenditures while simultaneously enhancing profitability, mostly via higher revenue and cost savings.

However, in light of the significance influence of green marketing in organizational performance, companies reassess all aspects of their cooperate strategy, marketing strategy and environmental strategy. Nevertheless, in order to implement green marketing, it is imperative to evaluate a variety of factors, such as consumer awareness, competitive pressures, concerns regarding costs and profits, and concerns regarding the challenges in Nigeria. The performance of the organization is influenced when sustainable product strategies were used. Supplies used in development, the production and operations, relevant promotion strategies, and if they meet legal specifications (biodegradable, compostable, reuseable, recyclable, durability), process are not harmful to humans and animals, conserves resources and improves waste management, label gives honest description can be given as examples to illustrate the results. Aditi (2016) and Tomasin et al. (2013) found that green marketing strategies contributes to the preservation and enhancement of our natural environment by minimizing or eliminating the use of materials damaging the environment, pollution, and waste, the corresponding concerns of waste, and general environmental damage.

Finally, it was determined that the performance of the organization was substantially enhanced by the implementation of green marketing strategies. This implies that providing truthful green related information in a manner that respects consumers' material and moral values has a notable sway on the performance of an organization. This is consistent with Dahlstrom's (2011) assertion that effective green marketing strategies also enable businesses to communicate and guide their stakeholders regarding their dedication to preservation and the accomplishments it has made. This further supports the findings of Devakumar et al. (2016) that green marketing strategies has a significant influence on the organizational performance of organic products.

Theoretical Implications

The researcher employed Stakeholder Theory and Institutional Theory to explain the results of this dissertation. Statistical findings in conjunction with Stakeholder Theory

and Institutional Theory, indicate that a company's green product, pricing, distribution, and promotion are the primary drivers of its organizational performance.

According to stakeholder theory, companies must consider all stakeholders of an organization (Freeman, 2010). Cogdill et al. (2017) revised the theory to emphasize that companies in Nigeria should not emphasize stock price over the numerous groups and people who are affected by companies' actions. These individuals may eventually become paying clients or share the company's risk (Cogdill et al 2017). Due to the interconnected and ever-changing nature of stakeholder relations, current stakeholder theory suggests prioritizing discussion, engagement, and collaboration (Bansal & Roth, 2020), this will allow companies and stakeholders to create a dialogue base on sustainability and a mutually beneficial moral standing that allow company to weigh its decisions and how it can affect its stakeholders and the environment. Stakeholder Theory allows companies to build legitimacy and resilience, stakeholder-oriented organizations are able to also promote long-term performance while balancing multiple stakeholders' interests (Fassin & Van Rossem, 2022). Stakeholder theory offers a framework for confronting social inequality, and technology disruption in organization (Crane et al 2023). Organizational performance influences stakeholder participation and sustainability goals, impacting green marketing effectiveness. By discussing their sustainability strategies manufacturers may win over environmentally conscious customers, and communities. This boosts organizational performances through increase in market share, customer retention and customer satisfaction and also increase its brand value and goodwill.

The institutional theory, the result study reveals that organizations embrace green practices because institutional pressures force them to do so. Organizations in Nigeria must navigate their approach to sustainable practices under strong institutional environmental conditions, laws are put in place to allow and regulate organization's activities, perfect example of such law is the National Environment standards and Regulations Enforcement Agency (NESREA) Act 2007. It focuses on the relevant rules that focus on considering the protection of the natural environment, together with protecting the natural resources in Nigeria (Odey, 2023). Additionally, the use of eco-friendly technologies by firms is guided. Institutional theory as presented by DiMaggio

and Powell (1983) shows organizations adopt green practices mainly due to institutional pressures including regulatory needs and cultural expectations and professional standards. Organizations seek to match their behavior with external expectations because such alignment generates better market credibility and public approval. The rising social and regulatory requirements push Nigerian businesses to establish environmentally sustainable practices. Organizational alignment through normative processes, cooperative action and mimetic acceptance alongside coercive standards brings businesses into compliance with public and legal demands which builds their sustainable practices while strengthening their market visibility.

The influence of institutional conditions and outside pressures on organizational behaviour is a basic concept of institutional theory (Scott, 2014). A way for a company to implement institutional theory is by including the United Nations Sustainability Goals in its company objectives. The United Nations is one of the world's leading institutions when it comes to sustainability with 193 member states. Institutional Theory investigates the extent to which social norms influence the structure and operations of an organization, form of social acceptance. There are 17 United Nations Sustainability goals, the one that most relates to this research is Goal 12, Responsible Consumption and Production. The aim of this goal is waste management, design product for longevity, repair-ability and recyclability and proper chemical disposal. When companies adapt these measures into their strategy it allows for lasting organizational performance because it allows company to use its resources effectively and efficiently while also carrying out its responsibility to the society and environment.

In the green marketing mix strategies, it substantially influence an organization's performance. A company's stakeholders include shareholders, suppliers, distributors, communities, employees, customers, the public, media partners, government entities, regulators, politicians, founders, activists and their descendants, funders, and competitors. The discovery indicated multiple ways in which stakeholder theory pertains to this research. Initially, it will serve as a basis for the company's operations, as it gives a moral and ethical justification of company's actions. Secondly, it aims to minimize harm and enhance value for stakeholders by focusing on green market activities. Thirdly, the theory

posits that companies ought to adopt a more holistic approach rather than merely focusing on profitability, aims to strike a balance between profit maximization and environmental consciousness while also taking the stakeholders into account. The result indicates that green marketing mix strategies substantially enhance organizational performance by aligning with stakeholder theory. This theory posits that firms must assess and safeguard the interests of all principal stakeholders, to give an example shareholders, workers, customers, society, suppliers, government, and other communities and the public. Green marketing approaches allow organizations to establish operational frameworks that promote environmental conservation while meeting stakeholder demands. These tactics enhance value while mitigating damage to stakeholders by fostering more trust and loyalty among them. The stakeholder theory advocates for organizations to simultaneously safeguard sustainability and stakeholder welfare while striving for profitability. The integration of realistic performance with environmental accountability allows organizations to maintain long-term success alongside a positive reputation in social and environmental domains. A perfect example of this is when businesses adopt a close-loop supply chain. A close-loop supply chain is a form of green marketing strategy when a logistic goal is created for consumers to be able to return a product after use, instead of discarding this product, it will be recycled into another final product. An example of this is when bottling companies receive back bottles whether plastic or glass and repurpose them. Such practices when placed into a company's green promotion will always draw attention of environmentally conscious stakeholder. Companies that engage in such practices can pursue creation of legislation with the backing of their stakeholders, this will help company with management of resources, also serves as means of engaging with stakeholders, will increase transparency between company and its stakeholder and will lead to notable increase in sales and consumer retention.

The findings indicate that institutional theory was utilized as the foundation for the investigation into the rationale and process of executing green marketing mix strategies. Additionally, utilized institutional theory examines the effect of green marketing mix activities on performance in Nigerian companies. The theory has the capacity to improve green marketing mix strategies and organizational performance results in various ways. It

promotes corporate social responsibility (CSR) initiatives that transcend profit maximization in domains such as advertising assertions, product advantages, and distribution. The study results confirm the substantial effect of green marketing activities on performance of firms.

The influence of green marketing mix strategies on organizational performance is beneficial, as it enables organizations to ensure that all their green marketing activities comply with legal standards for safety, quality, and measurements, while also promoting environmental protection, engaging with customers, and distinguishing themselves from competitors. A company's organizational performance may be assessed by product, pricing, distribution, and placement strategies. Moreover, green marketing mix strategies can furnish organizations with essential data and insights that aid in comprehending customer behaviour and facilitating informed decisions concerning their green marketing mix strategies and overall organizational performance.

The results confirm supportive effect of green marketing and green marketing mix strategies on performance of firms. As a results, it can be summarized that the research questions and hypotheses proposed were all supported by the statistical analyses.

Practical Implication

The results of this dissertation support the objectives, demonstrating that green marketing strategies positively influence organizational performance in Nigeria. The study's author asserts that organizations have to prioritize the attainment of their green marketing mix strategies given the aforementioned constraints. The findings of this thesis may assist organizations in enhancing their performance via the use of green marketing strategies.

This study's findings clearly indicate that green marketing strategies, including green product, pricing, distribution, and location, are vital for the sustained success and performance of enterprises or organizations. Green marketing strategies components are a set of practical resources that facilitate the conversion of marketing strategy objectives into a blend of operational operations. It might be said that for organizations to adopt green marketing as a strategic strategy, it must be included into their decisions, policies, and

practices comprehensively. Utilizing green marketing mix strategies enhances organization prospects of acquiring new consumers, maintaining existing ones, and advancing their organizational performance (Njau and Karugu, 2014).

This study suggests that organizations could use various types of green marketing activities to enhance the profitability of firms and preserve the environment. Companies are suggested to focus on the right balance between the relevant product, price, place, and promotion strategies to fully benefit from better organizational performance.

Conclusion

This dissertation examined the role of green marketing activities on the performance of firms. The hypothesis testings revealed that green marketing has a significantly role on organization performance. Organizations that use green marketing methods in their operations attain enhanced market performance and cultivate robust relationships with relevant stakeholders such as including consumers, workers, suppliers, regulators, distributors, communities, the public, government, competitors, media partners, government entities, politicians, funders, founders, activists. The research demonstrates that green marketing creates value by fulfilling stakeholder expectations via environmental conservation while also allowing organizations to reach its objective via efficient production, better customer connections and superior service quality which will translate to better organizational performance. Stakeholder theory underscores the dual objective of profit maximization and sustainability efforts to promote lasting organizational performance. The use of green marketing methods by organizations yields lasting advantages for stakeholders and positions organizations for enduring commercial performance in an environmentally aware context.

This study also demonstrates that green marketing methods significantly enhance company's performance in Nigerian marketplaces. Organizations that include sustainable practices into their product creation, pricing, distribution, and promotional activities gain competitive advantages, raise environmental consumer interest, and improve their overall organizational performance. Employing stakeholder and institutional theories enables organizations to fulfil stakeholder expectations while addressing legal obligations

throughout their shift to green marketing strategies. The execution of these green market strategies enhances organizational performance, including product market supremacy, increased sales, and profit, while also promoting environmental conservation and corporate social responsibility programs. The results emphasize that organizations should use green market strategies. The focus can be given to Green product, Green price, Green place, and Green promotion strategies for fully benefiting from better organizational performance, and organizational tactics to attain lasting prosperity and market leadership. The study provides valuable insights to managers by illustrating the need for organizations to integrate green marketing strategies with fundamental organizations objectives and stakeholder expectations to achieve sustainable growth and performance.

Recommendations According to Findings

Companies should integrate a green marketing strategy into their primary corporate strategy, purpose, and vision as part of their efforts to institutionalize organizational performance. It is crucial that various stakeholders continue to increase awareness of the strategy's green components, as many organizations and individuals remain unaware of what green market marketing is or how it operates. In order to execute green marketing strategies at the federal and county levels, it is imperative that the federal government and county administrations collaborate with all pertinent stakeholders.

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APPENDICES

Appendix 1.

Participant Information Sheet

An Investigation of Green Marketing Activities on Organizational Performance Participation Information Sheet and Informed Consent Form

Dear Participant,

This Scale is part of a research study that is being carried out to understand the relationship between Green Marketing activities and Organizational Performance. The data collected through this research will be used to understand how green marketing activities affect the performance of the company. By filling in the following scale, you agree to participate in this study.

Please note that your participation in this study is voluntary, and whether you agree to participate or not will not have any consequences whatsoever. Your identity will not be revealed in any case to third parties. The data collected during this study will be for academic research purposes only and may be presented at national/international academic meetings and/ or publications. You May quit participating in this study at any time by contacting us. If you opt out of the study, your data will be deleted from our database and will not be included in any further steps of the study. In case you have any questions or concerns, please contact us using the information below.

ASST. PROF. DR. AYŞE HYUSEIN,

Business

Administration

Department,

Near East University.

SULEIMAN HASSAN

VATSA,

Masters

Business

Administration, Near

East University,

E-mail: 20234896@std.neu.edu.tr

APPENDICES

Appendix 2. Survey Questionnaire

The Impact of Green Marketing Activities on Organizational Performance

Researchers:

NAME: Suleiman

Hassan Vatsa

Student Number:

20234896

Department, faculty, University:

Faculty of Social Sciences, Business

Administration, Email

20234896@std.neu.edu.tr

SECTION A: DEMOGRAPHIC QUESTIONS

1. **Age:** a) 20-39 b) 30-39 c) 40-49 d) 50-59 e) 60-above
2. **Gender:** a) Female b) Male
3. **Marital status:** a) Single b) Married
4. Kindly indicate your education level. a) Primary level. b) Secondary level. c) A level. d) College/Diploma. e) Graduate level. f) Postgraduate level.
5. What is your position in the organization?

6. How long have you been working in this company? **a)** less than 3 years. **b)** 3-5 years. **c)** 5-7 years. **d)** 7-9 years. **e)** over 10 years.
7. How long have you been serving in your present position? **a)** less than 3 years. **b)** 3-7 years. **c)** 5-7 years. **d)** 7-9 years. **e)** over 10 years.

SECTION B “Tick as you see appropriate (✓)”.

GREEN MARKETING SCALE

Strongly Disagree	Moderately Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Please use the rating scale below to respond to the following statements **related to green marketing activities** (Mungai, 2014). It is important that you respond to each statement.

Green product strategies

No-	Statement	5	4	3	2	1
1.	Products from your company meet legal specification as may be required by the law.e.g.					
	i) Biodegradable					
	ii) Compostable					

	iii) Reusable					
	iv) Recyclable					
	v) Durability					
2.	Process of Product packaging is not harmful to the environment					
3.	Products production processes that are not toxic or do not harm animals and humans					
4.	Conserving energy, water and material resources in production to avoid wastages and improve efficiency					
5.	Labeling of products/ flowers clearly indicate the various components or claim that builds the product:					
	i) Grade					
	ii) Ingredients/components					
	iii) Instructions					
6.	Decisions relating to products and actions that aim to preserve or be of benefit to the physical environment through resources such as energy					

Green pricing strategies

No	Statement	5	4	3	2	1
-						
1.	Products price are affordable due to the efficient costs of production					
2.	A portion of product price goes to conservation of lake Naivasha, wildlife conservation, and community support e.g.					
	i) Hospital					
	ii) Schools					
	iii) Roads					
	iv) Employment					
3.	Customers are willing to pay a little more for the 'greened' or natural products					
4.	The green premium product price reflect product quality and value					
	packaging related costs constitute a big part of the unitcost					

Green promotion strategies

No-	Statement	5	4	3	2	1
1.	The promotion of your products depicts environmental concern					
2.	Promotion campaigns are done through electronic media					
3.	Promotion tools like posters, brochures and booklets are made from biodegradable and/recyclable materials					
4.	The company participates in corporate social responsibility activities					

5.	The claim on the adverts are true and not misleading to customers					
6.	Your company and products sponsor environmental conservation activities such:					
	i) A forestation					
	ii) Water conservation					
	iii) Animal protection					
7.	The company promotes the culture of saving energy, water and resources in its operational activities					
8	The company through its public relations initiatives creates green awareness campaigns					

Green distribution (place) strategies

No-	Statement	5	4	3	2	1
1.	Products from your company are delivered as per schedule to avoid spoilage and wastage					
2.	Products are wrapped/ packaged in a manner that protectit from physical damage					
3.	Products while under distribution are stored in a manner that quality is maintained					
4.	‘Stale’ and expired products are recalled for disposal in an environmental friendly manner					
5.	Company selects Distribution channels that minimize environmental damage.					

ORGANISATIONAL PERFORMANCE SCALE

Please use the rating scale below to respond to the following questions related to organisational performance of your company (Mungai, 2014). It is important that you respond to each statement.

Strongly Disagree	Moderately Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Market share/growth has increased as a result of adopting green marketing strategies as compared to period before adoption	1	2	3	4	5
Notable Increase in sales volumes/profit after the adoption of green marketing strategies	1	2	3	4	5
water recycling and the use of clean energy (geothermal) has increased production efficiency by waste reduction	1	2	3	4	5
New technology of production has been introduced in the organization which:	1	2	3	4	5
i). Minimize Waste ii). Increase efficiency in transportation iii). Reduce energy use in production	1	2	3	4	5

Appendices 3. Ethics Committee Report



18.11.2024

Dear Suleiman Hassan Vatsa

Your application titled “**The impact of Green Marketing Activities on Organisational Performance**” with the application number NEU/SS/2024/1879 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

A handwritten signature in blue ink, appearing to read "Aşkın KIRAZ", with a horizontal line extending to the right.

Prof. Dr. Aşkın KIRAZ

The Coordinator of the Scientific Research Ethics Committee

Appendices 4: Turnitin Similarity Report

The impact of green marketing activities on organisational performance

ORJİNALLİK RAPORU

% 15	% 12	% 5	% 7
BENZERLİK ENDEKSİ	İNTERNET KAYNAKLARI	YAYINLAR	ÖĞRENCİ ÖDEVLERİ

BİRİNCİL KAYNAKLAR

1	Submitted to Yakın Doğu Üniversitesi Öğrenci Ödevi	% 4
2	www.eajournals.org İnternet Kaynağı	% 3
3	docs.neu.edu.tr İnternet Kaynağı	% 2
4	Ala Braik, Yahya Saleh, Ayham A.M. Jaaron. "Green marketing practices and organizational sustainable performance in developing countries context: an empirical study", Journal of Foodservice Business Research, 2023 Yayın	% 1
5	www.researchgate.net İnternet Kaynağı	% 1
6	Punitha, S., and Roziah Mohd Rasdi. "Corporate Social Responsibility: Adoption of Green Marketing by Hotel Industry", Asian Social Science, 2013. Yayın	<% 1

CV

Name: Suleiman Hassan Vatsa
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E-Mail: Shv247.sh@gmail.com

Objective

Looking to utilize my strong multitasking skill to help the fellow employees align project objectives with the strategy and ethics of the organization.

Education

Mypa Nursery School
Mypa Primary School
El-amin International Secondary School
Final International University
Near East University

Skill & Abilities

Management.
Problem Solving.
Communication.
Leadership.
Technology Skill.

Languages

English