

## **Green Product and Consumer Purchase Decision: The Moderating Effect of Income Level on FMCGS (Beverages) In Lagos State, Nigeria.**

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**Abstract:** Concern for the environment have become a wide spread trend and consumers are becoming more sensitive to their role and responsibilities towards the environment. The quest to understanding consumer purchase intention is more challenging and consumers are faced with misconception and deficiency of information based on ambiguous information from the FMCGs companies. Therefore, this study examined the effect of green product on consumer purchase decision of FMCGs in Lagos state. A descriptive survey design was employed with a population of 9.1million. A sample size 307 was derived using Cochran formula and purposive sampling technique was adopted. The data were analysed using inferential statistics (Pearson Product Moment correlation and Hierarchical Regression). Findings reveals that a significant positive relationship exist between Eco labelling and Consumer Purchase Decision as revealed 0.810 and also that a significant positive relationship exist between Eco-branding and Consumer Purchase Decision as revealed by the positive R value of 0.911. The study concludes that marketers of FMCGs must be conscious of the consumers' perception of the product. It is therefore recommended that government should formulate and ensure the implementation of regulatory policies that promote the balancing of ecology and economic activities by partnering with the industry.

**Keywords:** Green product, Eco-brand, Consumer Purchase Decision, Ecology, FMCGs

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### **I. INTRODUCTION**

In this time of globalization and taking into consideration that companies are socio-economic entities, preserving the environment has become a necessity for every competitive organization. Do Paco and Raposo (2009); Barber (2010); Okada and Mais (2010) stated that unusual climate changes, global warming, health concern, and environmental issues are the factors which have led consumers to behave "green" in their purchasing decisions and consequently, the demand for green products has increased significantly. Sheth and Parvatiyar (1995) posits that up to date companies' concerns for environmental issues have been reflected in the adoption of new management practices that have allowed them to control efficiently the depletion of natural resources. Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still evolving. Organizations and business however have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry (Dangelico and Pontrandolfo, 2010). Gurau and Ranchhod (2005) defined a green product as "a product that was manufactured using toxic-free ingredients and environmentally-friendly procedures, and which is certified as such by a recognized organization. Michael (1998) referred to consumer behavior as the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires. Kotler (2004) opined that demands and attitudes of consumers towards green products cannot be the same globally because of differences in culture and market factors. Sammer and Wu'stenhagen (2006) identified eco-label as an important tool to allocated asymmetry information between sellers and buyers. They also state that labels are a signal to accomplish two main functions for consumers: information function that informs them about intangible product characteristics such as product's quality and value function which provide a value in themselves Taking into consideration that companies are socio-economic entities, it can't be expected they remain unresponsive to the "Environmental Awareness" that may direct consumer behaviours. The old perception on how businesses are establishment with no other objective but to profit leaves its place

rapidly to a new perception which defines companies as establishment that are sensible to social problems (AdeebD'ames, 2014).

Smith (1990) has shown that consumers actively purchase green products because of their environmental concerns, and are willing to pay a higher price for these products (Hume, 1991; Miller, 1993). People are beginning to realize their role and responsibilities towards the environment. Although this change is not happening quickly, it is happening. Businesses are looking towards gaining an edge in the green market industry by trying to re-package their products into a more environmental friendly product. However the quest to understand green consumer behaviours has become more challenging and interesting over the years. Several researchers have attempted to really check consumer environmental knowledge, attitudes towards environmental quality and environmentally friendly behaviour (Dunlap and Scarce, 1991, Chan and Lau, 2000, Bhate, 2001, Laroche, Bergero and BabarotForleo, 2001, Diamantopoulos, Schlegelmilch, Sinkovics and Bohlen, 2003, Young, Hwang, Mcdonald and Oates, 2010.). In Nigeria little is known about "green". Even though the green agenda was launched since 1990, Nigeria still lagged behind on green issues as indicated by the low percentage (5%) of green product purchase (Quick Pulse survey, 2011; Olamuyi, 2012).

Consumer's ignorance in identifying eco-labels and the regulations which authorize companies to place labels on their products as to whether they are genuine or fake is one of the major problem in consumer purchase decision of green product and has led to distrust of eco-label (Lyer, 1999), consumers have also complained frequently about the ambiguous meaning of eco-label which leads to deficiency of information because customers tends to have different understanding of information provided about the product (D'Souza, Taghian, Lamp and Peretiatkos, 2006), further more damages of goods are also mostly induced during shipping which in turn leads to difficulties in verifying the environmental effectiveness of green product through eco-branding and therefore create scepticism and criticism among consumers; they remain suspicion of green-washing and resist supporting green product (Baumann and Rex, 2007). In line with the foregoing discussion, the study examines the relationship between Eco-branding, Eco labelling and the effect it has on consumer purchase decision of green product.

## **II. THEORETICAL FOUNDATIONS**

### **Theory of Planned Behaviour (TPB)**

Theory of planned behaviour model developed by Icek Ajzen (1985) was an extension of Theory of Reasoned Action which accounted for conditions where individuals did not have complete control over their behaviour which was broken down further into one's intended behaviour and one's perceived behaviour. Decomposed TPB model includes subjective norms and perceived behavioural control.

According to Puschel, Mazzon, and Hernandez the decomposed TPB, as at 2010 was the most recent of innovation model developed, however, these have been primarily used in research. This study will use a modified version of the decomposed TPB model in order to fully meet the relevant and necessary objectives.

The justification for using a modified decomposed TPB model is based on establishing only the intent of the FMCG consumer to adopt green products and not to test the adoption thereof. The decomposed TPB model includes three main factors that influence human behaviour and adoption: Attitude, Perceived Behavioural Control and Subjective Norms.

Attitude is viewed as one's perception, positive or negative, towards the adoption and usefulness of a specific innovation (Tan and Teo, 2000). Perceived Behavioural Control refers to the beliefs about having the available resources and opportunities to adopt a new innovation (Tan and Teo, 2000). Subjective Norms refers to the social influences that surround an individual's intention to use a product, service or new innovation (Tan and Teo, 2000). This study is grounded on the theory of planned behaviour.

## **III. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

### **3.1 The Concept of Green Product**

According to Yakup and Sevil (2011), from the beginning of the 1980s, there have been ecological issues such as global warming, the greenhouse effect, pollution, and climate changes which are directly related to industrial manufacturing and that will continue to affect human's activities. Chen and Chai (2010) defines green product as the product which has minimum impact on environment and it incorporates the strategies with recycled materials, reduced packaging and using less harmful substances.

Chen (2001) discovered that the product designed to minimize the use of non-renewable resource, avoiding toxic materials, and renewable resource during its whole life-cycle would be the most effective manner to display green technological development According to Ottman (2002) as cited in Magali Morel and Francis Kwakye (2012) 42% of people think that "green products don't work as well as conventional ones" (cited in Venekar and Wadhwa, 2011). The product and package have an important impact during the purchase decision of green product (Wannimayake and Randiwela; 2008 and Venekar and Wadhwa; 2011), Solomon, Bamossy, Askegaard and Hogg (2010) also affirms that when a consumer buys a product on impulse, his decision is

focused on “environmental cues” and it is called the “behavioural influence perspective” in this case the information on packaging has an important role to play because it’s the first thing that the consumer sees. Chammaro, Sergi, and Miranda, Francisco (2009);

Bhattacharya, (2011) posits that there has been extensive growth in interest exhibited by marketing academics as well as practitioners with regard to the impact of marketing on promoting and maintaining ecological balance. In a study made on Malaysian consumers in 2010. In this study focus will be on green products sold in supermarket in Nigeria such as food, cosmetic/healthcare products, cleaning products and others. The product performance, quality, image and taste are vital to the green consumer especially detergent eco-friendly products because the greenness alone is not adequate to influence the consumer attitude to make purchase.

### **3.2 Consumer Purchasing Decision**

The purchase decisions are described in forms of supporting green companies, purchasing green products (Albayrak, Aksoy and Caber 2013; Schlegelmilch, Bohlen, and Diamantopoulos; 1996), adopting sustainable consumption practices (Gadenne, Sharma, Kerr, and Smith; 2011) and likely to spend more for green products (Essoussi and Linton, 2010).

Kar (2010) indicates that the consumer behaviour has changed greatly over the last 25 years but it has been evolutionary and the seeds of change have been apparent for generations. Due to increase in climate change and global warming, the public concern for environmental problems is continuously increased over the past decades. The businesses and consumers have started to challenge eco-friendly products as they become more concerned on the environment, health and wealth in order to protect the earth’s resources and the environment. In addition, the firms have slowly applied green marketing practices in their projects as a part of social conscience and they are demanding to reach the consumers with their green messages (Nagaraju and Thejaswini, 2014).

In the past, enterprise tended to pursue the goal of maximizing organizational profits with little consideration to environmental concerns (Charter and Polonsky, 1999). Some relevant researcher has argued that the consumers that are interested in environmental matters take their purchasing decision with criteria beyond the usual consuming models. Strong (1996) contends that the ethically-aware consumer has become ethically aware and is joined by many other consumers who believe on the principle of fair trade. Hence, the campaign for greener, more environmentally friendly ways of living and consumerism is rapidly gaining momentum (Tse and Yim, 2002).

Laroche et al. (2001) observed that there is a group of consumers which transcends the socioeconomic boundaries and is willing to pay for the ethical credentials. Due to the sudden happenings in the society, the consumers are more responsive to the environmental change as they are taking precautions and to the eco-friendly products, marketers have been trying to influence consumer purchase behaviour through environmentalism, that is focused on environmental marketing (Follows and Jobber; 2000).

### **3.3 Relationship between Eco- Labelling, Eco- Branding and Consumer Purchase Decision**

The modern-day concept of labelling consumer products has been in existence for some time. In the United States it began in the realm of food product safety with the adoption of the Pure Food and Drug Act (the Wiley Act) signed by President Theodore Roosevelt on 30 June 1906 (FDA 2008). Expanding their regulatory oversight from food and drug products, Congress established the Consumer Product Safety Commission (CPSC) labelling regulations as codified in 16 CFR 1500 et seq. These labels apply to products which are directly marketed to consumers and to products where it is reasonably foreseeable that they may end up in the hands of general consumers and compel disclosure of all acute and chronic health hazards associated with the various chemicals used in household products (Wagner 2001). One of the first ecological labels was The EU Ecolable. It was established in 1992 to persuade businesses to produce products and services which are good for the environment and at present, there are over 300 eco-labels, according to catalogue Ecolabelindex.com (2010).

The International Standards Organization (ISO) developed standard categories that have been adopted by international organizations, whilst other observers have defined eco-labels according to key attributes. Eco-labelling is the process of communicating via a symbol that the product you are offering adheres to certain environmental standards or that it is evolving to a greener situation. Rex and Baumann (2007) identified eco-label as a tool for consumers to facilitate making a decision to select environmentally-friendly products; it also enables them to know how products are made. Grant (2007) posits that if a company wishes to avoid “a virtuous green image” it is important for them to find a credible partner to promote the company’s product and services, for example to gain eco-labels by a credible association such as Carbon Trust, Green seal or USDA Organic. Sammer and Wustenhagen (2006) affirm that eco-label is an important tool that is used to allocate asymmetry information between sellers and buyers. Primarily it has to do with providing customers with certified environmental information about the products to differentiate them from conventional products and to promote

environmental friendly consumption. It can be considered as an effective vehicle to promote green consumer behaviour since it assists consumers in directly addressing environmental externalities and in making informed purchases. Because of the unobservable nature the environmental consequences of the production and the consumption of a product, the eco-label is considered to be the only way for consumers to gather such information (Brécard, Hlaimi, Lucas, Perraudau, Salladarré, 2009). De Boer (2003) posits that eco-labels are used by a variety of stakeholders, such as policymakers, consumer, sellers and other groups also companies use labels because of competitive advantage and improved market shares. Attributes characterizing eco-labels are that they are based on a criterion set by third parties and that they are voluntary According to Rashid (2009) when consumers are aware of eco labels they react more positively towards knowledge of green marketing and the purchase of green products.

Further, Low and Charles (2000) affirms that a brand offers differentiation to customers based on the sources of products, and act as a protective medium to distinguish products from competitors that appear to be identical. Consumers will pursue to purchase eco-friendly options for products that produced high level of environmental impact correspond to those with low level of environmental impact. An eco-brand can be considered a sort of self-declared claim about the environmental performance. In contrast to claims that are issued by a second or third party, with an eco-brand the company can segment differently and include other attributes, such a quality or other values, and create a unique offer that is difficult to copy. Under an eco-brand, the company can include the products they wish, which allows them to go about the requirements set by the eco-labellingschemes, in cases where they consider it relevant. Francisco, Teodoro, Francisca and Paloma (2006) identified that over the years, knowledge on the power of brands in influencing consumer purchase decision has ignited unexpected interest to many marketing researchers, and the recognition of the impact of brands on consumers' purchasing opinion is very critical for marketers and marketing researchers. This impact is recognized as brand equity. Brand equity can be defined as a particular impact that brand awareness has on a consumer's reaction to the marketing of that brand from a consumer's viewpoint. Eco-branding implies distinctiveness, an attribute that, by its very nature, is only achieved by a minority. Monthly income level is another important demographic variables and it is examined comprehensively. Consumers in different income level will have different level of purchasing power. Commonly, information on family monthly income has been set as the demographic profile of households. One's income level has a positive relation with environment sensitivity. Mathios (1996) posits that income level reflects a high efficiency in collecting information on food nutrients. Gould and Lin (1994) affirms that one's income level has a positive relation with health knowledge, especially related with food products choice and potential illnesses (Cotugna et al., 1992)

However, there were some dissenting opinion as seen in a case Ibanez and Stenger (2001) addressed in their study Environment and Food Safety in Agriculture: Are Labels Efficient? The authors attempt to elicit whether information on food safety is consistent with a more environment-friendly agriculture. The intuitive reason of a food safety labels rests on the fact that consumers seems to be more concerned with information on food safety aspects than on environmental ones. Similarly Vlosky, Ozanne and Fontenot (1999) indicated that the result of the relationship between eco label and green purchase often contradict each other. Elham and Nabsiah (2011)states that although studies on the influence of green marketing tools on purchase behaviour has been the focus of some studies, majority of them have been conducted in industrialized countries but the findings contradict each other. It is therefore, worth investigating how Eco-labelling and Eco-branding affects consumer purchase decision of FMCGs. We therefore hypothesize that Eco-labelling and Eco-branding has no significant effect on consumer purchase decision of FMCGs.

#### **IV. METHODOLOGY**

The descriptive survey design was used in carrying out this research. This research design method was used because all the variables of the study was observed at a point in time, the descriptive survey research design involves the use of structured questionnaires which was used to obtain information from respondents. This design has been applied in many previous studies (e.g. Norazah 2013; Abdullah, Muhammad, Arman 2014; Hesamoddin, Elahehsadat, Irajand Mohammad; 2013). The populations of this research were the consumer of FMCGs products in the city of Lagos State, South-west Nigeria since all the people who live in Nigeria cannot be sampled. The choice of Lagos is based on the fact that the city of Lagos which is the commercial heart of Nigeria is also the home of Fast Moving Consumer Goods (FMCGs) companies. Most of the nation business activities are carried out in Lagos State with about 9.1 million populations according to the 2006 population census. Respondent was limited to a certain age bracket of 18 and above. Some of the FMCGs products are cosmetics product, water bottling, foods and confectionaries, toiletries, beverages, tooth pastes etc. but this study was limited to beverages. For the purpose of this study the population that was used is 9.1 million from which the sample size was determined. A quantitative method was applied through the use of self-administered survey questionnaires. The sampling method that was used is the non-probability sampling techniques; convenience sampling was used precisely as it is a technique in which samples are drawn at the convenience of

the researcher and also due to its fast and efficient sampling method for collecting basic information. The sample size comprised of all selected users and customers of FMCGs products in the city of Lagos. This sample size was determined using the Cochran (1977) standard method of randomization. The formula to determine the sample size of consumers of fast moving consumer goods is provided below:

$$n = \frac{NZ^2pq}{d^2(N-1)+Z^2pq}$$

Where;

n= Total sample size of Consumers,

N= Total number of consumers in the study area,

Z= Standardized normal variable and its value that corresponds to 95% confidence interval equals 1.96,

P= Percentage of picking a choice, expected decimal (e.g. 0.5 is used for sample size needed)

q= 1-p

d= degree of accuracy or estimation (=0.05),

α= level of significance and it is taken as 5%.

$$\text{Therefore: } n = \frac{9100000 (1.96)^2 \times 0.5 \times 0.5}{(0.05)^2 (9100000 - 1) + (1.96)^2 (0.5 \times 0.5)} = 1537 \text{ respondents}$$

For the purpose of the study 20% of the calculated sample size was used as to represent the whole population. The calculation is shown below:

$$\frac{20}{100} \times 1537 = 307 \text{ respondents.}$$

A total number of 307 respondents were used as the sample size of this study

The method of data collection for this study included both primary source and secondary source; primary source included the use of questionnaire while secondary source included relevant books, previous researches, journals, scientific Articles and other sources on internet. Survey research method was used by distribution of questionnaires to solicit information from the respondents. The questionnaire was designed to provide the respondents with a list of options from which they can make their choices, The pilot study was conducted using 10% of the sample size, this was necessary in order to determine the willingness of the respondents, and to have a fore-knowledge of the reactions of the respondents and to ascertain the reliability of the questionnaire when used in an environment.

### **Model Specification**

The model used in establishing the relationship between the variables of the study is specified in this study as:

$$Y = \alpha_0 + \beta_1 X_1 + \mu$$

$$Y = \alpha_0 + \beta_1 X_2 + \mu$$

$$Y = f(x_1, x_2)$$

Where:

$$Y = f(x_1) \dots \dots \dots (\text{eqtn1})$$

$$Y = f(x_2) \dots \dots \dots (\text{eqtn 2})$$

Where:

x1= Eco-labelling

x2= Eco-branding

Regression Model

$$Y = \alpha_0 + \beta_1 x_1 + \mu \dots \dots \dots (\text{eqtn 1})$$

$$Y = \alpha_0 + \beta_1 x_2 + \mu \dots \dots \dots (\text{eqtn 2})$$

## **V. RESULTS AND DISCUSSION**

This chapter presents analyses and interprets the results of the study. It is divided into four sections. The first section presents results about the respondents' background information. The second section presents results about Green Product at the study area. The third section present results about consumer purchase decision. The fourth section presents results about green product and consumer purchase decision at the study area. Data was analysed using Statistical Package for Social Sciences (SPSS), where frequencies and percentages, means and standard deviations were used to interpret the findings. The presentation of data was done using tables. Findings are presented in the following tables. Following the tables is the analysis and interpretation of the results.

**5.1 Analysis of Independent and Dependent Variables**

This section presents results of frequency distribution of dependent and independent variables. The independent variable of this study is Green Product which was sub-divided into Eco-labelling and Eco-branding. The dependent variable is Consumer Purchase Decision. Descriptive statistics was carried out specifically to determine the intensity of both variables and degree of acceptance of each of the items of dependent independent variables.

**5.1.1 Analysis of Independent Variable  
Green Product**

This section is devoted to a discussion and interpretation of the opinion or responses on green product measuring variables of consumers of FMCGs in Lagos Study. The questionnaire focuses on issues relating to eco-labelling and eco-branding. Accordingly, these issues constitute the headings of the discussion.

**Eco-Labelling**

This section is intended to reveal the responses of the respondents about eco-labelling. Findings are presented in the following table which is accompanied with an analysis and interpretation of the findings.

**Table 5.1.1.1** Pearson Product Moment Correlation between eco-labelling and consumer purchase decision

		Eco Labelling	Consumer Purchase Decision
Eco Labelling	Pearson Correlation	1	.810**
	Sig. (2-tailed)		.000
	N	300	300
Consumer Purchase Decision	Pearson Correlation	.810**	1
	Sig. (2-tailed)	.000	
	N	300	300
** . Correlation is significant at the 0.01 level (2-tailed).			

Source: Researcher’s Field Survey, 2019

From the data in Table 4.16, R-value of the correlation coefficient is 0.810. The result reveals a high linear relationship between eco-labelling and consumer purchase decision. The analysis also indicates that at a significance level of 0.05, eco-labelling has effect on consumer purchase decision of selected FMCGs in Lagos State. This implies that proper eco-labelling of green product will increase consumer purchase decision. Therefore, the null hypothesis (H<sub>0</sub>) which states that there is no significant relationship between eco-labelling of green product and consumer purchase decision of fast moving consumer goods in Lagos State is not accepted.

**Discussion of Findings**

This study investigated the relationship between eco-labelling and consumer purchase decision of selected fast moving goods in Lagos State. The result showed a significant relationship between eco-labelling and consumer purchase decision. This finding is in agreement with the study of Rex and Baumann (2007) which affirms that eco-label is a tool for consumers to facilitate making a decision to select environmentally-friendly products; it also enables them to know how products are made and also the study of Alarcon (2009) which examined the roles of eco-label on consumer’s brand preference discovered that although consumers have faith in label, they confuse and doubt on products environmental practice and benefit. Despite the fact that an amount of information is available on the websites for consumers who are interested in the label needs to be developed to reach consumers.

**Table 5.1.1.2** Pearson Product Moment Correlation between eco-branding and consumer purchase decision

		Consumer Purchase Decision	Eco-branding
Consumer Purchase Decision	Pearson Correlation	1	.911**
	Sig. (2-tailed)		.000
	N	300	300
Eco-branding	Pearson Correlation	.911**	1
	Sig. (2-tailed)	.000	
	N	300	300

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

**Source: Researcher’s Field Survey, 2019**

From the data in Table 4.17, R-value of the correlation coefficient is 0.911. The result reveals a high linear relationship between eco-branding and consumer purchase decision. The analysis also indicates that at a significance level of 0.05, eco-branding has effect on consumer purchase decision of selected FMCGs in Lagos State. This implies that eco-branding of green product will increase consumer purchase decision. Therefore, the null hypothesis (HO<sub>2</sub>) which states that there is no significant relationship between eco-labelling of green product and consumer purchase decision of fast moving consumer goods in Lagos State is not statistically significant and therefore is not accepted.

**Discussion of Findings**

This study investigated the relationship between eco-branding and consumer purchase decision of selected fast moving goods in Lagos State. The result showed a significant relationship between eco-branding and consumer purchase decision. This findings is in accordance with Francisco, Teodoro, Francisca and Paloma (2006) which affirms to this by stating that over the years, there has been knowledge on the power of brands in influencing consumer purchase decision, also Low and Charles (2000) study affirms that a brand offers differentiation to customers based on the sources of products, and act as a protective medium to distinguish products from competitors that appear to be identical.

**Table 5.1.1.3** Moderating effect of Income Level

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.136 <sup>a</sup>	.018	.015	6.19042	.018	5.615	1	298	.018	
2	.844 <sup>b</sup>	.712	.710	3.36016	.693	714.434	1	297	.000	1.763

a. Predictors: (Constant), Do you have an income

b. Predictors: (Constant), Do you have an income, Income\*Green Product

c. Dependent Variable: Consumer Purchase Decision

**Source: Researcher’s Field Survey, 2019**

Following the application of the approach Ping (1995), Table 4.19 above tested the moderating effect of income level on the relationship between green product and consumer purchase decision of fast moving consumer goods (FMCG). The effect of income and consumer purchase decision was tested and results showed R= .136, R<sup>2</sup>= .018, Adjusted R<sup>2</sup>= -.015, Sig F Change= .018. On the moderating effect, the results is as showed in table 4.19 where Model 2 with the moderator, the interaction of green products and consumer purchase decision accounted for significantly more variance than just income level and green products themselves. Results showed R= .844, R<sup>2</sup>= .712, Adjusted R<sup>2</sup>= .710, R<sup>2</sup> change= .693, Sig F Change= .000, indicating that there is a significant moderation of income level on the relationship between green product and consumer purchase decision. Therefore the null hypothesis (HO<sub>4</sub>) which states that Income level of consumers has no significant moderating effect on the relationship between green product and consumer purchase decision of fast moving consumer goods in Lagos State is not accepted.

**Discussion of Findings**

This study investigated the relationship between income level of consumers and its effect on the relationship between green product and consumer purchase decision of selected fast moving goods in Lagos State. The result showed a significant moderation of income level on the relationship between green product and consumer purchase decision.

Gould and Lin (1994) in his study affirms that one’s income level has a positive relation with health knowledge, especially related with food products choice and potential illnesses (Cotugna, 1992) and his study therefore supports the findings.

**VI. CONCLUSION AND RECOMMENDATION**

It was established that consumers had inadequate knowledge on green products and the little they knew was through the television, radio etc. This was evident that organizations did not use appropriate media to sensitize consumers on green products. It was established that consumers take a long period of time to purchase green product even though they had knowledge on green products. Also it was established that the primary

consumption purpose of buying green products was due to health issues and environmental conservation purposes. The reason that was behind the consumers' purchase of green product was eco-labelling and eco-branding. The study established that the role of green product in solving environmental problems was considered crucial by the respondents. The study established that the ambiguity of eco-labels also have a role to play in consumer purchase decision of green product, inadequate reinforcement of Eco-friendly policies by the government and the organizations contributed to slow adoption of green product practices among the producers of green products and consumers of this products.

This study concludes that social responsibility has become the drive of any successful organization in the global market. It can be concluded that eco-labelling and eco-branding strategy is important for the success of green products. Green products offers consumers with the benefits of healthier, more fulfilled lives and power to make the world a better place and well-coordinated. The use of all green product strategy will result in better organization performance, increase profitability, increase turnover and better environment. Also adequate attention must be paid to demographics factors which have an effect on consumer purchase decision of green products.

Environmental conservation will enhance the living standards of the people thus minimal global challenges and also the inclusion of environmental issues is often motivated by the organizations' desire to address consumers' increased level of environmental awareness and needs.

This study recommends that organizations should endeavour to publicize more on green product through various media. And also that continually awareness should be done to consumers about green products so as to stimulate their purchase decision. This study recommends that eco-labels should been made simple so as to enable adequate understanding of the information.

The managerial implication of this study is to assist marketing managers in particular to plan the appropriate marketing strategies to satisfy the potential target market and as well as making profits and also preserving the deterioration of the environment. Managers should seek the views of the society for the purpose of producing eco-friendly products which will tally with the consumers' demand. The results of the satisfaction of the society would lead to increase in sales, market shares, and brand loyalty

Generally this study recommends that the Government of Nigeria should formulate and adopt regulatory policies that promote the balancing of ecological and economic activities. The Government of Nigeria should participate in procurement, research and development and international cooperation, and actively promoting environment issues by partnering with the industry. Further studies should combine quantitative research with qualitative by organizing a triangulation: interview some FMCGs companies proposing eco-friendly products and conventional ones in order to understand what strategies they put in place according to the different types of products.

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