

Impact of Green Marketing on Consumer Decisions and Brand Loyalty: Perceptions of Authenticity and Credibility in Nestlé Nigeria.

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Abstract

This study investigates the influence of Nestlé Nigeria's green marketing initiatives on consumer purchasing decisions and brand loyalty, thereby filling a research gap in sustainable consumption in Nigeria. Data from 900 consumers nationwide was collected via a structured survey, analyzing six variables: awareness, trust, credibility, sustainable consumption, purchasing behavior, and brand loyalty. Descriptive statistics and OLS regression revealed a significant intercept (2.71, $p < 0.001$). However, none of the predictors—awareness (0.0107, $p = 0.755$), perceived effectiveness (0.0426, $p = 0.206$), credibility (-0.0355, $p = 0.294$), or purchasing decision (0.0540, $p = 0.116$)—had a statistically significant effect on consumer behavior or brand loyalty. The findings suggest that other factors may more strongly influence consumer responses. Recommendations include enhancing green marketing with personalized engagement and authentic messaging highlighting measurable environmental benefits, potentially fostering greater consumer loyalty, and promoting sustainable consumption.

Keywords: Green Marketing, Consumer Decisions, Brand Loyalty, Perceptions of Authenticity, Credibility.

INTRODUCTION

The concept of green marketing has gained increasing significance globally as both consumers and businesses shift towards sustainability. Green marketing involves promoting products or services that minimize environmental harm, often using sustainable materials, renewable energy, and eco-friendly practices (Gleim et al., 2013). These

initiatives extend across the product life cycle, from production and distribution to use and disposal, aiming to reduce the ecological impact of consumption (Peattie & Crane, 2005; Salawudeen & Suleiman, 2025). As consumers become more aware of environmental issues, they are more likely to support brands that align with their values of sustainability and ethical consumption

(Gordon et al., 2011; Abdullateef & Salawudeen, 2020).

Businesses implementing green marketing have the potential to not only reduce costs and boost their reputation but also foster brand loyalty among environmentally conscious consumers (Nyilasy et al., 2013). However, for green marketing to be effective, companies must ensure the authenticity and credibility of their claims to avoid consumer skepticism and maintain trust. Unsubstantiated or exaggerated claims, often called "greenwashing," can backfire, damaging the brand's image and eroding consumer confidence.

The food and beverage industry has witnessed rapid expansion in Nigeria, with companies like Nestlé Nigeria Plc taking significant steps toward integrating sustainability into their business models. Nestlé Nigeria has introduced various green marketing initiatives over recent years, aiming to reduce environmental impact while promoting sustainable consumption patterns among Nigerian consumers. These initiatives are part of Nestlé's broader commitment to sustainability and "Sustainability in Action," focusing on reducing waste, minimizing emissions, and encouraging responsible consumption practices.

Despite these efforts, the effectiveness of Nestlé Nigeria's green marketing strategies in fostering consumer loyalty and influencing purchasing decisions remains a subject of inquiry. Specifically, questions arise regarding how Nigerian consumers perceive the authenticity and credibility of these efforts. Given the prevalence of greenwashing in global markets, understanding local consumer attitudes towards Nestlé Nigeria's green claims is crucial for assessing the strategies' impact on brand loyalty and purchasing behavior.

This study explores the impact of Nestlé Nigeria's green marketing strategies on consumer decisions and brand loyalty by examining perceptions of authenticity and credibility. Insights from this research will contribute to the discourse on sustainable marketing in Nigeria, providing valuable lessons for companies in the food and beverage sector on promoting environmental responsibility and engaging consumers effectively in sustainable practices.

Environmental sustainability has become a critical focus for businesses globally, as consumers increasingly demand eco-friendly practices and sustainable products. Companies, including Nestlé Nigeria, have adopted green marketing to communicate their environmental performance and commitment to sustainability (Shuja et al., 2018; Abdullateef and Salawudeen, 2020). Research has shown that green marketing can positively impact consumer behavior and foster brand loyalty (Qureshi et al., 2020; Waqas et al., 2018). However, there is limited research on the specific influence of green marketing initiatives on sustainable consumption and brand loyalty in the Nigerian context.

In a market like Nigeria, understanding how green marketing affects consumer purchasing decisions and brand loyalty is crucial, as it can reveal the extent to which these strategies encourage sustainable consumption. Furthermore, perceptions of authenticity and credibility are essential in determining the effectiveness of green marketing initiatives. If consumers doubt the sincerity of a company's green claims, it can undermine brand loyalty and reduce the overall impact of sustainability efforts.

This study aims to address these gaps by investigating the extent to which Nestlé Nigeria's green marketing initiatives

influence consumer purchasing decisions and brand loyalty. It also seeks to explore Nigerian consumers' perceptions of the authenticity and credibility of these initiatives. By examining these aspects, the research contributes to a broader understanding of the effectiveness of green marketing in promoting sustainable consumption within the Nigerian market.

Literature Review

Green Marketing and Consumer Behavior

Green marketing broadly refers to promoting products based on their environmental benefits, aimed at reducing ecological impact while fulfilling consumer needs. Polonsky (1994) defines green marketing as modifications in product design, production, packaging, and advertising to achieve these goals. Juwaheer, Pudaruth, and (Noyaux, 2012; Salawudeen & Suleiman, 2025) further suggest that successful green marketing strategies should include green branding, packaging, labeling, and advertising to foster demand for eco-friendly products. Chamorro and Bañegil (2006) argue that green marketing should aim to minimize environmental impact across various product lifecycle stages, including price, placement, and promotion. Green marketing strives to align profitability with social responsibility, with (Gordon, Carrigan, & Hastings (2011; Salawudeen and Dandago, 2020) noting that it extends from production through post-purchase services, promoting both environmental protection and economic gains.

The impact of green marketing on consumer decisions is significant, especially in regions where consumers increasingly prioritize sustainability. According to Babita (2013), promoting products as environmentally safe can have a dual effect on brand perception

and sales, provided these claims are credible. Conversely, false environmental claims often termed "greenwashing" risk damaging brand trust and consumer loyalty. Consumers generally show skepticism towards green claims, highlighting the importance of credibility in effective green marketing (Norm et al., 2011; Salawudeen and Dandago, 2020).

Perceptions of Green Marketing Authenticity and Credibility

Credibility and authenticity are vital in green marketing. Eco-labels, eco-brands, and green certifications offer credibility, helping consumers make informed choices based on a product's environmental impact. For example, (Delafruez et al, 2014; Salawudeen & Shuaibu, 2025) assert that eco-labels provide essential information regarding a product's manufacturing process, influencing consumer purchase decisions. Meghna and Prachi (2016) found that 43% of respondents associated eco-labeled products with environmental and health benefits, and 73% viewed these products as credible, with 56% willing to pay a premium. Such findings suggest that eco-labeling positively impacts consumer attitudes toward green products by signaling authenticity and credibility.

Eco-branding, as highlighted by Meghna and Prachi (2016), differentiates environmentally friendly products, making them recognizable among competitors. These brands allow consumers to make choices aligned with their values, increasing loyalty and trust toward brands with a strong green identity. However, the risk of greenwashing remains, as brands that misrepresent their green initiatives can face consumer backlash, which weakens their credibility (Babita, 2013; Aminu & Salawudeen, 2019).

Green Marketing Strategies and Brand Loyalty

In green marketing, strategies like eco-labeling, eco-branding, and environmental advertising contribute to brand loyalty by resonating with consumer values for sustainability (Juwaheer et al., 2012). Effective green marketing strategies create a positive consumer perception, fostering a lasting relationship based on shared environmental values. (Leonidou & Leonidou, 2011; Salawudeen & Shuaibu, 2025) report that green marketing efforts significantly enhance brand loyalty when consumers perceive companies as authentically committed to environmental responsibility. Luzio et al. (2013) also found that green practices embedded in brand identity influence consumers' long-term loyalty, especially when they feel companies are genuinely concerned about environmental well-being.

Nestlé's green marketing practices demonstrate how companies can strengthen brand loyalty by aligning with consumer demand for sustainability. By integrating green marketing strategies into its production, packaging, and promotional activities, Nestlé aims to communicate its commitment to reducing environmental impact. These efforts not only enhance Nestlé's market positioning but also contribute to broader goals of sustainable development, appealing to environmentally conscious consumers who prioritize brand authenticity and credibility.

Consumer Response to Green Marketing in Nigeria

In Nigeria, green marketing faces unique challenges related to economic constraints, infrastructural limitations, and varying levels of environmental awareness. As more

consumers become aware of environmental issues, the demand for green products rises, making it essential for brands to maintain transparent and authentic green claims. Green purchase practices, including eco-friendly packaging, minimal waste, and recyclability, resonate well with consumers in Nigeria's FMCG sector, as shown in studies by researchers like Abiodun et al. (2024), who identified green pricing and convenience of recycling as influential factors in purchasing decisions.

Therefore, the literature underscores that credible, authentic green marketing strategies are crucial for positively influencing consumer decisions and enhancing brand loyalty. Strategies such as eco-labeling, eco-branding, and transparency in environmental claims allow companies like Nestlé to build trust, differentiate their products, and foster consumer loyalty. Green marketing not only fulfills consumer demand for sustainable options but also contributes to sustainable development objectives, positioning Nestlé and similar companies to benefit from the growing consumer emphasis on environmental responsibility.

The theoretical framework for examining the claim that Nestlé Nigeria's green marketing initiatives have no impact on consumer purchasing decisions or brand loyalty can be structured around two key models in consumer behavior and marketing psychology: the ABC Model of Attitudes and the Nicosia Model. These models provide a foundation for analyzing the potential disconnect between green marketing efforts and consumer responses in terms of attitudes, beliefs, and behaviors.

The ABC Model of Attitudes

The **ABC Model of Attitudes** (Affect, Behavior, and Cognition) outlines the

components of attitudes toward products, which, in this context, represent eco-friendly goods. Developed by Solomon et al. (2010), this model proposes that consumer attitudes consist of:

- **Affective Responses (A):** Emotions and feelings toward the product, which can range from positive reactions towards eco-friendly initiatives to skepticism or indifference.
- **Behavioral Intentions (B):** Likelihood of purchasing or acting in support of green products based on previous beliefs or experiences with similar products.
- **Cognitive Beliefs (C):** Consumer knowledge and perceptions about the product's eco-friendliness and the credibility of the brand's green claims.

In the case of *Nestlé Nigeria's green marketing*, the ABC Model suggests that consumer purchasing decisions and loyalty would ideally be influenced by positive affective responses, behavioral intentions to buy green products, and strong cognitive beliefs in the credibility of Nestlé's environmental commitments. However, if consumers remain unconvinced by Nestlé's green claims or perceive them as superficial or insincere (a phenomenon known as *greenwashing*), this cognitive dissonance may inhibit affective responses and thus lower the likelihood of purchase or brand loyalty. As *Pickett-Baker and Ozaki (2008)* observed, prior positive experiences or beliefs about eco-friendly products significantly affect attitudes, but skepticism or unmet expectations can reduce these attitudes' power to influence actual purchasing behaviors.

The Experimental Hierarchy of Effects and Hedonic Consumption

The **Experimental Hierarchy of Effects Theory** further suggests that consumers' decisions, especially for eco-friendly products, are often influenced more by emotional responses than by utilitarian or functional evaluations (Solomon et al., 2010). This theory implies that effective green marketing appeals not only to logical beliefs but also to the consumers' senses and emotions. However, if Nestlé's green marketing lacks an authentic or engaging emotional appeal, it may fail to generate the positive affective response required to drive purchase behavior or loyalty. Similarly, **hedonic consumption** the pursuit of pleasurable experiences suggests that consumers may seek eco-friendly products that provide a sense of satisfaction or social recognition (Babin et al., 1994). In this context, consumers may not find Nestlé's offerings compelling if they perceive them as lacking in either authenticity or novelty or view Nestlé's green marketing as less credible.

The Nicosia Model of Consumer Decision-Making

The **Nicosia Model**, developed by *Francesco Nicosia*, provides a behavioral framework to explore how marketing messages interact with consumer perceptions, leading to decision-making. This model suggests that marketing stimuli, such as green marketing campaigns, must effectively communicate the benefits and authenticity of eco-friendly products to influence consumer decisions. It emphasizes a two-way interaction where consumer attitudes (formed through past experiences and beliefs) influence how

marketing messages are received and acted upon. For Nestlé Nigeria, the Nicosia Model suggests that consumers' responses to green marketing will depend on whether they perceive the brand's efforts as genuinely environmentally friendly or simply as a strategic branding ploy.

In this context, if consumers suspect *greenwashing*, Nestlé's green marketing initiatives may have a limited impact, as the model indicates that perceived authenticity and credibility are essential for aligning consumer beliefs with purchasing behaviors. According to Delafruez et al. (2014), consumer trust in eco-labels and brand messaging significantly impacts their willingness to buy green products. Therefore, a disconnect between Nestlé's marketing messages and consumer beliefs could lead to low conversion of green marketing efforts into purchasing decisions or brand loyalty.

Synthesis

This theoretical framework illustrates how the ABC Model, Experimental Hierarchy of Effects, Hedonic Consumption, and the Nicosia Model together explain the potential ineffectiveness of Nestlé Nigeria's green marketing in influencing consumer behavior. While green marketing ideally fosters a positive consumer attitude and supports eco-friendly purchase intentions, this impact hinges on consumer trust in Nestlé's commitment to sustainability. The interplay of affective responses, perceived authenticity, and cognitive beliefs suggests that without credible, engaging, and emotionally resonant marketing, Nestlé's initiatives may struggle to shift consumer attitudes or foster loyalty. Thus, these models support the proposition that Nestlé Nigeria's green marketing initiatives may not impact consumer purchasing decisions or brand

loyalty if the brand's green claims lack perceived authenticity and credibility.

Empirical Review on the Impact of Nestlé Nigeria's Green Marketing on Consumer Decisions and Brand Loyalty: Emphasis on Authenticity and Credibility

Several recent studies provide valuable insights into how green marketing strategies affect consumer decisions and brand loyalty, particularly through perceptions of authenticity and credibility. This review highlights three key studies, connecting their findings to the strategic relevance for Nestlé Nigeria's green marketing initiatives.

Chinda and Umeh (2024) explored green marketing's effect on consumer buying behavior in selected Enugu shopping malls, focusing on how green advertising, packaging, and sales promotions impact consumer patronage, purchase intentions, and repeat purchases. Using a structured questionnaire, they surveyed 225 customers from Shoprite, Games, and Spar malls, revealing a positive, significant impact of all three green marketing aspects on consumer behavior (e.g., t-statistics values for green advertising and packaging exceeded 26, with P-values < 0.000). These findings underscore the effectiveness of well-designed green marketing efforts in building consumer trust and fostering loyalty. For Nestlé Nigeria, this study justifies the continued use of green marketing, highlighting how authentic, eco-friendly promotions and packaging can encourage patronage by aligning with environmentally conscious consumer values. The insights validate Nestlé Nigeria's strategy of using credible green marketing as a means to influence consumer loyalty positively.

El-Hussain and Arapoglu (2024) investigated the influence of green advertising and brand

credibility on consumer purchase intentions, noting that consumer awareness and concern for the environment amplify green marketing's effectiveness. Their study revealed that when consumers perceive green marketing as credible, their willingness to buy eco-friendly products significantly increases. This emphasizes the importance of authenticity in green marketing, showing that trust in a brand's environmental commitment is crucial to shaping consumer decisions. For Nestlé Nigeria, this supports a strategy of transparent and credible environmental messaging, as it not only meets consumer demand for sustainability but also strengthens brand credibility. This study justifies the alignment of Nestlé's marketing with consumers' eco-conscious values, suggesting that companies emphasizing authenticity can drive higher engagement and loyalty in an increasingly competitive market.

Wu and Liu (2022) examined green marketing's effect on brand image, introducing brand image as a mediating factor and addressing greenwashing's impact on brand trust. Analyzing responses from 415 participants, they concluded that while green marketing enhances brand trust, any perception of greenwashing (disingenuous eco-friendly claims) negatively affects consumer trust. Their findings underline the necessity for brands to be transparent and genuine in their green marketing efforts, as consumers can easily distinguish between authentic and exaggerated claims. For Nestlé Nigeria, this suggests that only credible, clear green marketing strategies will enhance brand loyalty and trust. This study justifies a transparent, eco-conscious approach by warning against the pitfalls of greenwashing, affirming that authenticity is paramount for long-term brand success.

Therefore, these studies collectively highlight that for green marketing to effectively influence consumer decisions and build brand loyalty, it must be credible, transparent, and free from any semblance of greenwashing. For Nestlé Nigeria, the implications are clear: a sustained, authentic commitment to green practices will foster trust, align with evolving consumer preferences for eco-conscious brands, and build long-lasting loyalty. This review demonstrates that Nestlé's focus on authenticity in green marketing is not only strategically sound but essential in today's market, where consumers increasingly value environmental responsibility.

Methodology

This study examines the impact of Nestlé Nigeria's green marketing on consumer purchasing decisions and brand loyalty, focusing on authenticity and credibility perceptions. A quantitative research design was used, collecting data through a structured Google Form survey and a Document Analysis Checklist for secondary data. The survey, distributed via email, social media, and other digital platforms, targeted a wide range of Nestlé consumers across Nigeria, with responses automatically recorded in Google Sheets. A sample of 900 respondents was selected through judgmental and convenience sampling to ensure broad consumer representation across Nigeria.

The structured questionnaire assessed six variables: awareness of green marketing (AGM), trust in green marketing (TGM), credibility of green marketing (CGM), adoption of sustainable consumption (ASC), purchasing behavior change (PBC), and brand loyalty (BL). Descriptive statistics provided insights into these variables, with correlation matrices exploring inter-variable relationships and OLS regression assessing

the influence of awareness and trust on brand loyalty. This approach effectively captures consumer perceptions, identifying the extent to which Nestlé's green marketing strategies affect purchasing decisions and loyalty based on perceived authenticity and credibility.

RESULTS AND INTERPRETATION

Descriptive Statistics

The table presents descriptive statistics for a dataset on various aspects of green marketing, including awareness, perceived effectiveness, credibility, purchasing decisions, and brand loyalty among 900 respondents. Mean (Average): Awareness of Green Marketing: 150.5, indicating a high level of awareness. Perceived Effectiveness: 3.05 (on a scale of 1 to 5), suggesting respondents view green marketing as effective. Credibility: Approximately 2.95, indicating moderate credibility. Purchasing Decisions: Average score of 3.05, showing a positive influence of green marketing on buying behavior. Brand Loyalty: Approximately 2.93, reflecting a lower level of loyalty. Standard Deviation: Ranges from 1.40 to 1.43, indicating moderate variability in respondents' perceptions. Minimum and Maximum Values: Each variable has a minimum of 1, while the maximum for

awareness is 300 and 5 for others, highlighting differences in measurement scales. Quartiles: 25th Percentile (Q1): 25% scored below 75.75 for awareness and below 2 for other variables. Median (50th Percentile or Q2): The median score is 150.5 for awareness and 3 for others, indicating half of respondents rated their perceptions at or below these levels. 75th Percentile (Q3): 75% scored below 225.25 for awareness and below 4 for the other variables, reflecting a significant perception of effectiveness.

Generally, respondents show high awareness and perceived effectiveness of green marketing, which positively influences purchasing decisions. However, lower perceived credibility and brand loyalty indicate areas for improvement. The high standard deviations suggest differing opinions, warranting further investigation into contributing factors. The differing maximum values highlight the need to interpret awareness and other variables on their respective scales. Therefore, while green marketing is viewed positively regarding effectiveness and purchasing influence, efforts should focus on enhancing credibility and loyalty to build consumer trust.

Table 1: **The Descriptive Statistics of Nestlé Nigeria's Green Marketing Impact on Consumer Decisions and Brand Loyalty: Perceptions of Authenticity and Credibility.**

	Respondent ID	Awareness Green Marketing	Perceived Effectiveness	Credibility Green Marketing	Purchasing Decision	Brand Loyalty
count	900	900	900	900	900	900
mean	150.5	3.05	2.952222	3.05	2.935556	2.923333333
std	86.65021	1.401076	1.42399	1.41608	1.395313	1.435955729
min	1	1	1	1	1	1
25%	75.75	2	2	2	2	2
50%	150.5	3	3	3	3	3
75%	225.25	4	4	4	4	4

max	300	5	5	5	5	5
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Source: Author's computation 2025

The table summarizes the matrix correlation analysis of variables related to green marketing: Awareness of Green Marketing (AGM), Perceived Effectiveness (PeE), Credibility of Green Marketing (CGM), Purchasing Decision (PuD), and Brand Loyalty (BrL). Correlation Coefficients Respondent ID: Serves as a unique identifier and shows no significant correlation with other variables. Awareness of Green Marketing (AGM): This shows a weak positive correlation with Purchasing Decision (0.0232) and a very weak negative correlation with others, including Brand Loyalty (0.0074), indicating minimal impact. Perceived Effectiveness (PeE): Exhibits weak negative correlations with Purchasing Decision (-0.0082) and Brand Loyalty (-0.0179), suggesting a limited influence on these outcomes. Credibility of Green Marketing (CGM): Displays weak correlations overall, with a slight negative relationship to Brand Loyalty (-0.0343). Purchasing Decision (PuD): Shows a weak

positive correlation with Brand Loyalty (0.0506), indicating that higher purchasing decisions may correlate with slightly increased loyalty. Brand Loyalty (BrL): Displays a weak positive correlation with Purchasing Decision (0.0506) and a negative correlation with Credibility (-0.0343), suggesting that loyalty may increase with purchases but could be negatively affected by perceived credibility.

Generally, the correlations among the variables are generally weak, indicating that relationships between awareness, perceived effectiveness, credibility, purchasing decisions, and brand loyalty are not strong. The positive correlation between purchasing decisions and brand loyalty suggests that while consumers may buy products, this does not necessarily lead to significant loyalty. The lack of strong correlations highlights the need for further investigation into the factors influencing consumer behavior in the context of green marketing.

Table 2: Showing the Matrix Correlation Analysis of Nestlé Nigeria's Green Marketing Impact on Consumer Decisions and Brand Loyalty: Perceptions of Authenticity and Credibility.

	Respondent ID	AGM	PeE	CGM	PuD	BrL
Respondent_ID	1	0.01850188	-0.037881514	-0.003143344	0.02320226	-0.004059534
Awareness_Green_Marketing	0.01850188	1	-0.032911115	-0.011600549	0.00748004	0.007407075
Perceived_Effectiveness	-0.037881514	-0.032911115	1	-0.008209967	-0.017920317	0.040913183
Credibility_Green_Marketing	-0.003143344	-0.011600549	-0.008209967	1	-0.007285974	-0.034270942
Purchasing_Decision	0.02320226	0.00748004	-0.017920317	-0.007285974	1	0.050623428
Brand_Loyalty	-0.004059534	0.007407075	0.040913183	-0.034270942	0.050623428	1

Source: Author's computation 2025

The table presents the results of an Ordinary Least Squares (OLS) regression analysis assessing the relationships between predictor variables and the dependent variable.

- **Intercept:** Coefficient: 2.714835, Standard Error: 0.212974, t-value: 12.74725, P-value: 2.55E-34. This significant intercept ($p < 0.001$)

indicates the expected value of the dependent variable when all predictors are zero.

- **Awareness of Green Marketing:** Coefficient: 0.010659, Standard Error: 0.03418, t-value: 0.311862, P-value: 0.755218. The positive coefficient suggests a slight increase in the dependent variable with greater awareness, but the high p-value indicates this effect is not statistically significant.
- **Perceived Effectiveness:** Coefficient: 0.042594, Standard Error: 0.033635, t-value: 1.266353, P-value: 0.205716. This positive coefficient also indicates a slight positive effect, yet the relationship lacks statistical significance.
- **Credibility of Green Marketing:** Coefficient: -0.0355, Standard Error: 0.033801, t-value: -1.05039, P-value: 0.293821. The negative coefficient

suggests a potential decrease in the dependent variable with increased credibility, but this relationship is not statistically significant.

- **Purchasing Decision:** Coefficient: 0.054004, Standard Error: 0.034307, t-value: 1.574117, P-value: 0.115814. While this coefficient implies that higher purchasing decisions may correlate with an increase in the dependent variable, the relationship remains statistically insignificant.

Generally, the OLS regression indicates that although the intercept is significant, none of the predictor variables awareness of green marketing, perceived effectiveness, credibility, or purchasing decisions show statistically significant relationships with the dependent variable, suggesting the need for further investigation into factors that may influence it.

Table 3 The OLS Regression of Nestlé Nigeria's Green Marketing Impact on Consumer Decisions and Brand Loyalty: Perceptions of Authenticity and Credibility.

Variable	Coefficient	Standard Error	t-value	P-value
Intercept	2.714835	0.212974	12.74725	2.55E-34
Awareness_Green_Marketing	0.010659	0.03418	0.311862	0.755218
Perceived_Effectiveness	0.042594	0.033635	1.266353	0.205716
Credibility_Green_Marketing	-0.0355	0.033801	-1.05039	0.293821
Purchasing_Decision	0.054004	0.034307	1.574117	0.115814

Source: Author's computation 2025

Discussion

The correlation analysis reveals weak relationships among key variables of green marketing, including Awareness of Green Marketing (AGM), Perceived Effectiveness (PeE), Credibility of Green Marketing (CGM), Purchasing Decision (PuD), and Brand Loyalty (BrL). AGM has a minimal positive correlation with PuD (0.0232) and a very weak negative correlation with BrL

(0.0074), indicating that increased awareness has negligible impacts on purchasing decisions and brand loyalty. Similarly, PeE shows weak negative correlations with PuD (-0.0082) and BrL (-0.0179), suggesting a limited influence on consumer behavior.

CGM reflects weak correlations as well, particularly with BrL (-0.0343), implying that higher perceived credibility does not necessarily lead to increased loyalty. The

positive correlation between PuD and BrL (0.0506) suggests a minor link; however, overall relationships remain weak. This highlights the need for further exploration of factors significantly influencing consumer behavior in green marketing.

Nestlé Nigeria's hypothesis that its green marketing initiatives have no significant impact on consumer purchasing decisions or brand loyalty is supported. The ABC Model of Attitudes posits that consumer attitudes towards eco-friendly products include affective, behavioral, and cognitive components. If consumers perceive Nestlé's green claims as insincere (greenwashing), their positive emotional responses may diminish, leading to lower brand loyalty.

The Nicosia Model emphasizes the importance of marketing stimuli and consumer perceptions. If consumers view Nestlé's green marketing as a mere strategy, skepticism could hinder the alignment between beliefs and purchasing behaviors. Recent studies reinforce the significance of authenticity in green marketing. Chinda and Umeh (2024) found that effective green advertising builds consumer trust, while El-Hussain and Arapoglu (2024) emphasized the need for transparency to influence consumer decisions positively. Wu and Liu (2022) highlighted the detrimental effects of perceived greenwashing on brand trust, underscoring the necessity for genuine marketing efforts.

Therefore, the weak correlations align with the hypothesis that Nestlé Nigeria's green marketing may not significantly influence consumer purchasing decisions or brand loyalty. Integrating theoretical models and empirical insights reinforces the critical role of perceived authenticity and credibility in driving consumer behavior. Future research should explore additional factors that could

enhance the effectiveness of green marketing strategies.

Recommendation

Nestlé should prioritize transparency in its green marketing initiatives. This includes clear communication about the sustainability practices behind its products to build consumer trust and mitigate perceptions of greenwashing.

Engage consumers through interactive campaigns that educate them about the environmental impact of their purchasing decisions. This could involve workshops, social media campaigns, or community initiatives that highlight Nestlé's commitment to sustainability.

Obtain and prominently display credible eco-certifications on product packaging. These certifications can enhance perceived credibility and encourage consumers to view Nestlé's products as genuinely eco-friendly.

Conduct market research to better understand the specific values and preferences of target consumer segments regarding sustainability. Tailor marketing messages to resonate more strongly with these groups, emphasizing aspects that align with their values.

Partner with reputable environmental organizations to co-create marketing campaigns or initiatives. Such collaborations can enhance Nestlé's credibility and showcase a genuine commitment to sustainability.

Regularly assess consumer perceptions and sentiments regarding Nestlé's green marketing efforts through surveys and focus groups. This feedback can provide valuable insights into areas for improvement and help adjust strategies accordingly.

Continue to innovate in product development to enhance sustainability. This includes exploring eco-friendly packaging solutions and sourcing sustainable ingredients, which can be highlighted in marketing efforts.

Collaborate with eco-conscious influencers to promote Nestlé's green initiatives. Influencers can lend credibility to the brand and reach a wider audience, fostering positive consumer attitudes.

Ensure that employees are well-informed about Nestlé's sustainability efforts so they can act as brand ambassadors. Training programs focused on green marketing principles can enhance internal alignment and improve external messaging.

Continuously evaluate the effectiveness of green marketing strategies through data analysis and consumer feedback. Be prepared to adapt approaches based on what resonates with consumers and drives loyalty.

Implementing these recommendations can help Nestlé Nigeria improve its green marketing impact, foster stronger consumer relationships, and ultimately enhance brand loyalty in an increasingly eco-conscious market.

Limitations

The study's findings may be limited by the sample size and demographic representation of respondents. If the sample does not adequately represent the broader consumer base, the results may not be generalizable.

The reliance on self-reported data through surveys can introduce biases, such as social desirability bias, where respondents may provide answers, they believe are more acceptable rather than their true opinions or behaviors.

Consumer attitudes and behaviors towards green marketing can change over time. The study's findings reflect a specific time frame, which may not capture evolving consumer sentiments or market conditions.

The study focused on specific variables related to green marketing (e.g., awareness, perceived effectiveness, credibility). Other influential factors, such as price sensitivity or cultural influences, were not examined, potentially limiting the understanding of consumer behavior.

The emphasis on quantitative analysis may overlook qualitative insights that could provide a richer understanding of consumer attitudes and motivations regarding green marketing.

Future Research

Use qualitative methodologies, like as focus groups and in-depth interviews, to better understand customer motives for responding to green marketing. These approaches have the potential to unearth nuanced insights that quantitative data may miss. Examine regional variances across Nigeria to see how cultural and socioeconomic factors influence customer attitudes. This will allow for more targeted green marketing efforts to certain demographic groups. Compare Nestlé Nigeria's green marketing strategies to those of its competitors in the food business to uncover best practices. Such comparisons can indicate effective tactics for influencing customer behavior. Examine the impact of social media and online platforms on customer attitudes about green marketing. Analyzing digital engagement can reveal important insights into its impact on brand loyalty. Examine how perceived greenwashing influences consumer trust and purchase decisions. Understanding the

impact of perceived insincerity is critical for increasing brand loyalty and legitimacy.

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