

## **Sustainability Marketing and Consumer Purchase Decisions in Nigeria: The Mediating Role of Green Branding in Shaping Brand Perception**

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### **Abstract**

This study investigated the influence of sustainability marketing, green branding, and brand perception on consumer purchase decisions among ten selected Nigerian manufacturing firms listed on the Nigerian Stock Exchange, including Dangote Cement Plc, Lafarge Africa Plc, BUA Cement Plc, Nestlé Nigeria Plc, Nigerian Breweries Plc, Guinness Nigeria Plc, Flour Mills of Nigeria Plc, Unilever Nigeria Plc, PZ Cussons Nigeria Plc, and Cadbury Nigeria Plc. The primary aim was to assess how firms' sustainability initiatives and brand-related practices shape consumer behaviour within the Nigerian manufacturing sector. Using a structured questionnaire administered to 294 consumers, data were analysed through descriptive statistics and multiple regression analysis. Findings indicate that sustainability marketing—through environmental advertising, eco-labelling, green packaging, and corporate environmental responsibility messaging—positively influences consumer purchase decisions. Green branding further strengthens this effect by enhancing brand credibility and aligning products with consumers' environmental values. Brand perception emerged as the most significant determinant, demonstrating that consumers consider both functional and ethical dimensions when making purchasing decisions. The results reveal a synergistic relationship, whereby sustainability marketing enhances green branding, which in turn improves brand perception, ultimately driving purchase behaviour. The study recommends that firms institutionalise sustainability marketing, embed green branding into corporate identity, and adopt policies that integrate quality, ethical conduct, and transparency to influence consumer attitudes, foster loyalty, and gain a competitive advantage. These strategies enable Nigerian manufacturing firms to meet consumer expectations and promote sustainable market growth.

**Keywords:** Consumer Purchase Decisions, Sustainability Marketing, Consumer Purchase, Green Branding, Brand Perception

### **1. Introduction**

Consumer purchasing decisions in Nigeria have become increasingly complex due to rapid economic, social, and technological changes shaping consumer behaviour. As Africa's largest economy and most populous country, Nigeria presents a diverse consumer market characterised by rising urbanisation, income disparities, and growing exposure to global brands (Ajani et al., 2023). Nigerian consumers are influenced not only by price and product availability but also by brand image, perceived quality, trust, and social status considerations (Guliyev, 2023;

Bhowmick, 2022). In recent years, heightened environmental awareness and sustainability concerns have further transformed purchasing decisions, particularly among younger and urban consumers (Ebigwu, 2025). The expansion of digital platforms and social media has amplified consumers' access to information, enabling greater scrutiny of brand practices, advertising claims, and corporate social responsibility initiatives (Rathore et al., 2024). Studies suggest that sustainability marketing practices—such as eco-friendly packaging, transparent communication, and ethical branding—positively influence trust, brand loyalty, and repeat purchase behaviour in developing economies, including Nigeria (Ajani et al., 2023; Sarmah & Singh, 2024). However, Nigerian consumers remain highly price-sensitive, often balancing sustainability preferences against affordability and perceived value (Yang & Hamid, 2024). Understanding consumer purchasing decisions in Nigeria, therefore, requires examining the interaction between branding, sustainability marketing, and socio-economic realities, and this calls for the urgency of this empirical research to better explain how these factors jointly shape consumer choices within the Nigerian market.

In recent years, sustainability marketing has emerged as a critical determinant of consumer purchasing decisions, particularly in developing economies such as Nigeria. As environmental degradation, climate change, and social responsibility gain prominence, Nigerian consumers—especially urban and younger segments—are becoming more conscious of the environmental and ethical implications of their consumption choices (Ajani et al., 2023). Sustainability marketing practices, including eco-friendly packaging, green advertising, corporate social responsibility initiatives, and transparent brand communication, have been shown to enhance consumer trust, brand loyalty, and purchase intention across various sectors (Dhingra & Rani, 2024; Sarmah & Singh, 2024). Nigeria's consumer market is characterised by strong price sensitivity, income inequality, and intense brand competition, which complicate the adoption of sustainable products despite increasing environmental awareness (Ebigwu, 2025). Empirical evidence from developing-country contexts indicates that sustainability marketing positively influences consumer behaviour when consumers perceive clear value, credibility, and authenticity in sustainability claims (Aliyari, 2025; Reddy et al., 2023). However, weak regulatory frameworks and the prevalence of greenwashing may undermine consumer confidence, limiting the effectiveness of sustainability-driven marketing strategies (Ma'sum et al., 2025). Given Nigeria's growing population, expanding FMCG sector, and rising digital engagement, understanding how sustainability marketing influences consumer purchasing decisions is essential for firms seeking competitive advantage and policymakers aiming to promote sustainable consumption.

In Nigeria's increasingly competitive consumer market, green branding and brand perception have become central factors shaping consumer purchasing decisions, particularly as environmental awareness and social consciousness continue to rise. Green branding enables firms to signal their environmental responsibility through eco-friendly packaging, sustainable product attributes, and credible environmental communication, thereby influencing consumers' evaluations and trust in brands (Mahesha & Km, 2024; Reddy et al., 2023). Empirical evidence

from developing economies suggests that positive brand perception—formed through perceived quality, credibility, and ethical practices—significantly affects consumers’ willingness to purchase and remain loyal to brands (Bhowmick, 2022; Guliyev, 2023). In Nigeria, where consumers are highly price-sensitive yet increasingly value social status and brand reputation, green branding can enhance brand image and differentiate products in saturated markets, especially within the fast-moving consumer goods sector (Ajani et al., 2023; Mahmoud et al., 2022). Studies further indicate that transparent green advertising and authentic sustainability claims strengthen consumer trust and reduce scepticism associated with greenwashing, thereby reinforcing favourable brand perceptions (Reddy et al., 2023; Ma’sum et al., 2025). However, limited empirical research has jointly examined green branding and brand perception within the Nigerian context, despite evidence that brand image often mediates the relationship between sustainability cues and purchase decisions (Joshi & Rahman, 2019; Thakur et al., 2025). Understanding how green branding and brand perception interact to shape consumer purchasing behaviour is, therefore, essential for Nigerian firms seeking to build a competitive advantage and promote sustainable consumption.

Studying the effects of sustainability marketing, green branding, and brand perception on consumer purchase decisions in Nigeria is important due to the country’s rapidly evolving consumer landscape and growing sustainability challenges. Nigeria faces increasing environmental pressures, including waste management problems and climate-related risks, which make responsible consumption and sustainable business practices increasingly necessary (Ajani et al., 2023). Understanding how sustainability marketing influences purchasing decisions helps firms design strategies that align environmental responsibility with consumer value expectations, particularly in a price-sensitive market. Green branding plays a crucial role in differentiating products, building trust, and enhancing brand image in highly competitive sectors such as fast-moving consumer goods, telecommunications, and apparel (Mahesha & Km, 2024; Thakur et al., 2025). At the same time, brand perception strongly shapes how Nigerian consumers evaluate quality, credibility, and social status associated with products, thereby influencing their purchase choices (Bhowmick, 2022; Guliyev, 2023). Examining these factors together is essential because brand perception often mediates the impact of sustainability and green branding initiatives on actual buying behaviour (Joshi & Rahman, 2019). Moreover, empirical evidence from the Nigerian context remains limited, despite its large and diverse consumer base. This study is therefore poised to provide valuable insights for businesses, policymakers, and stakeholders seeking to encourage sustainable consumption, strengthen brand competitiveness, and support long-term economic and environmental development in Nigeria by exploring how sustainability marketing, which was measured with environmental advertising intensity, eco-labelling and certifications, green packaging practices, and corporate environmental responsibility messaging, green branding and brand perception jointly influence consumer purchase decisions in Nigeria.

This study departs from existing literature in several important ways. First, while prior studies in Nigeria and other developing economies have largely examined sustainability marketing, green branding, or brand perception in isolation, this study integrates all three constructs within a single empirical framework. Most existing Nigerian studies focus either on sustainability marketing outcomes such as loyalty and trust (Ajani et al., 2023; Ebigwu, 2025) or on branding-related outcomes without explicitly linking them to sustainability-driven cues (Bhowmick, 2022; Guliyev, 2023). Second, many previous studies emphasize descriptive outcomes or rely on broad measures of sustainability without unpacking specific operational dimensions. In contrast, this study explicitly operationalizes sustainability marketing through environmental advertising intensity, eco-labelling and certifications, green packaging practices, and corporate environmental responsibility messaging, thereby offering greater measurement clarity. Third, existing research often overlooks how brand perception functions within sustainability-driven consumption, despite evidence that it mediates sustainability cues and purchase decisions (Joshi & Rahman, 2019). This study directly addresses that omission by empirically examining brand perception alongside green branding. Finally, much of the Nigerian literature remains fragmented across sectors or relies on limited contextual integration of socio-economic realities such as price sensitivity and income inequality. By focusing on the Nigerian market as a whole and examining the joint influence of sustainability marketing, green branding, and brand perception, this study responds directly to calls for more context-specific, integrative, and empirically grounded research in developing economies.

This study contributes to existing knowledge in several important ways. Empirically, it extends sustainability marketing and branding research by providing evidence from Nigeria, a large but underrepresented emerging market, thereby addressing the dominance of developed-economy contexts in existing literature. Conceptually, the study advances understanding by jointly examining sustainability marketing, green branding, and brand perception as interconnected drivers of consumer purchase decisions, rather than treating them as isolated constructs. Methodologically, the study contributes by utilising a survey research design to systematically capture consumers' perceptions, attitudes, and behavioural intentions regarding sustainability-related marketing and branding practices. The survey approach enables the collection of primary, consumer-level data, offering context-specific insights into how sustainability cues are interpreted in a price-sensitive and highly competitive market. By operationalising sustainability marketing through environmental advertising intensity, eco-labeling and certifications, green packaging practices, and corporate environmental responsibility messaging, the study provides a structured and replicable measurement framework. Practically, the findings offer actionable guidance for firms on aligning sustainability marketing initiatives with green branding strategies to strengthen brand perception, credibility, and consumer trust. For policymakers, the results underscore the importance of enforcing credible sustainability standards and communication practices. However, the study enriches existing knowledge by demonstrating that sustainability marketing influences consumer purchasing decisions most effectively when reinforced through positive brand perception and

green branding within the Nigerian context. The remaining parts of the paper were structured as follows: Section 2 deals with the review of related literature, Section 3 research methods, Section 4 empirical results and discussion of findings, and Section 5 conclusion and policy recommendations.

## **2. Review of Related Literature**

### **2.1 Conceptual Literature**

#### **2.1.1 Sustainability Marketing**

In the literature, "sustainability marketing" encompasses concepts such as "ecological marketing," "responsible marketing," and "sustainable consumption," all of which integrate environmental and social considerations into marketing practices (Crane, 2011). Sustainability marketing involves activities aimed at protecting the environment, safeguarding consumer rights, and meeting consumer needs and expectations. With increasing awareness of safety and environmental issues, consumers are demanding products that support a sustainable future. Sustainability marketing addresses unethical practices, misleading claims, and product safety while protecting consumers from exploitation. Various stakeholders—including governments, NGOs, and corporations—are increasingly committed to this responsibility. However, sustainability marketing is often narrowly associated with promoting environmentally friendly products, such as those labelled "recyclable," "refillable," or "eco-conscious" (Matin & Alauddin, 2016). Fundamentally, sustainability marketing highlights products or services designed to minimise environmental impact and incorporates sustainability principles into product design, packaging, distribution, and promotion strategies (Alikor et al., 2022; Kwarto et al., 2022; Okoli et al., 2022).

#### **2.1.2 Sustainability Marketing Mix**

The concept of the "sustainability marketing mix" adapts the traditional 4Ps—product, price, place, and promotion—to integrate environmental considerations. The Environmental Protection Agency of Queensland (1989) described sustainability marketing as the development and promotion of products and services that meet customer expectations for quality, performance, affordability, and convenience while ensuring minimal environmental harm. This approach transforms conventional marketing strategies into a framework that prioritises sustainability, creating a responsible context for marketing decisions (De Craecker & De Wulf, 2009).

#### **2.1.3 Sustainability Marketing Strategy**

A sustainability marketing strategy involves a set of tools and actions that enable a company to reach its target market and achieve objectives while reducing negative environmental impact (Al-Salaymeh, 2013). It also encourages sales by appealing to environmentally and socially conscious consumers. Engagement in sustainable practices motivates consumers to choose

sustainable products and fosters long-term development and resource preservation (Gopalakrishnan & Muruganandam, 2013).

### **Green Labelling**

Green labels are certifications, often supported by third parties, that demonstrate a company's commitment to environmentally and socially responsible practices (Ng & Wong, 2015). These labels serve as both marketing tools and indicators of a company's response to global sustainability challenges, including climate change (Bernard et al., 2015).

### **Green Branding**

Green branding differentiates products based on their environmental and social benefits. It helps consumers identify products that align with sustainable practices, distinguishing them from conventional alternatives (Bhatia & Jain, 2013). By emphasising green attributes, companies can appeal to customers who prioritise responsible consumption.

### **Green Products**

A product is considered sustainable if its production minimises environmental harm and preserves natural resources. Businesses are responsible for implementing sustainable sourcing, eco-friendly design, and effective waste management. While these measures may involve higher initial costs, they can enhance sales and brand reputation. Practices like reverse logistics, where customers return used packaging or products, further contribute to sustainability (Arseculeratne & Yazdanifard, 2014).

#### **2.1.4 Sustainable Distribution**

Green distribution focuses on using supply chain and transportation methods that reduce environmental impact. Companies should adopt energy-efficient transportation, eco-friendly packaging, and waste-safe delivery practices (Eneizan et al., 2015; Cahyanti & Iliyawati, 2018). Strategic planning of distribution locations and schedules can also reinforce the company's sustainability image while attracting environmentally conscious customers.

#### **2.1.5 Green Pricing**

Green pricing involves setting prices that reflect both environmental considerations and consumer willingness to pay for sustainable products (Hashem & Al-Rifai, 2011; Fan & Zeng, 2011). While sustainable products may have higher initial costs, they often provide long-term economic and environmental benefits. Pricing strategies aligned with sustainability principles can enhance market acceptance and the economic viability of responsible products (Olarewaju & Ganiyu, 2021).

#### **2.1.6 Green Promotions**

Green marketing also encompasses promoting a company's image and offerings. Sales promotions, direct marketing, public relations, and advertising are among the methods used to communicate the message of environmental responsibility to customers, with public relations and advertising being the most commonly utilized platforms for showcasing a company's green initiatives. Adopting environmentally friendly practices, which aim to connect businesses with communities, often requires significant public relations efforts. Green advertising serves the dual purposes of promoting products and justifying their features and pricing (Arseculeratne and Yazdanifard, 2014). For companies, green promotional programs serve as effective tools for informing stakeholders about their commitment to environmental preservation as well as showcasing their efforts and accomplishments in sustainability (Belz and Peattie, 2009; Dahlstrom, 2011).

### **2.1.7 Consumer Buying Behaviour**

Consumer buying behaviour refers to the actions and decisions individuals make when purchasing goods or services. In the realm of green marketing, consumer behaviour revolves around choosing products that are environmentally friendly and manufactured using sustainable production methods (Herring & Sorrel, 2009). Consumers often derive satisfaction from making environmentally conscious purchasing decisions. Strategies such as eco-labelling, green branding, and green advertising are employed to influence consumers towards choosing environmentally friendly products (Akenji, 2014). These techniques aim to educate and persuade consumers about the environmental benefits of certain products, thereby encouraging them to align their buying habits with their environmental values and preferences.

### **2.2 Theoretical Framework**

The Brand Equity Model posits that a brand's value is primarily determined by consumer perceptions, attitudes, and experiences. According to David Aaker, brand equity comprises five key components: brand loyalty, brand awareness, perceived quality, brand associations, and proprietary assets such as patents and trademarks. These components are critical for understanding how brands establish a competitive advantage in the marketplace. Brand loyalty reflects a consumer's commitment to repurchase or continue using a brand. Research indicates that strong brand loyalty is linked to repeat purchases and increased sales, which collectively signify favourable brand perception (Oliver, 1999). This commitment not only secures a consistent revenue stream but also enhances the brand's market position, as loyal customers often serve as brand advocates. Brand awareness involves a consumer's ability to recognise or recall a brand, significantly influencing purchasing decisions. High brand awareness increases the likelihood of the brand being considered, leading to enhanced sales and customer loyalty (Keller, 1993). Effective marketing strategies, including advertising and promotions, are vital for building awareness, as studies show that greater brand recognition can lead to stronger consumer preference (Bennett & Rundle-Thiele, 2005). Perceived quality refers to the consumer's judgment regarding a product's overall excellence or superiority, which is crucial for influencing

buying decisions. High perceived quality suggests that a brand offers better value, driving consumer choices (Zeithaml, 1988).

Factors such as product performance and reliability contribute to this perception, enabling brands with strong quality ratings to command a premium price and foster greater consumer loyalty (Aaker, 1996). Brand associations encompass all mental connections linked to a brand, including user images and the brand's personality. Positive associations can enhance customer loyalty and preference, shaping how consumers view the brand (Keller, 2001). These associations are influenced by various factors, including advertising efforts and customer experiences, leading to increased brand equity and consumer trust (Park & Srinivasan, 1994). Brand equity valuation involves measuring the financial value of a brand, incorporating factors such as brand awareness and perceived quality. This valuation helps companies understand their brand's true worth in a competitive market. Understanding the relationship between perceived brand quality and consumer buying decisions is essential for grasping how brand equity operates in practice. High perceived quality fosters trust, making consumers more inclined to purchase (Sunarsi, 2022). Thus, brands that enhance perceived quality can significantly influence consumer behaviour and drive sales growth.

## **2.3 Empirical Review**

### **2.3.1 Sustainability Marketing and Consumer Purchase Decisions**

Recent literature consistently shows that sustainable marketing plays a decisive role in shaping consumer behaviour across sectors and regions. Prathibhani and Lakshika (2023) demonstrate that in Sri Lanka's clothing sector, sustainable consumer behaviour—particularly in clothing disposal—depends heavily on marketing strategies that educate consumers and promote responsible consumption. Similarly, Ahmed and Prabhakar (2023), in their study of green marketing in Nagaland, find that environmental awareness significantly influences consumer preferences for eco-friendly products, underscoring the importance of awareness-driven marketing approaches. In the fast fashion context, Neha et al. (2024) observe that rising environmental consciousness has compelled brands to adopt sustainable marketing practices, which in turn affect consumer loyalty and purchasing decisions. Dhingra and Rani (2024) examine how sustainable marketing practices—such as eco-labelling, green packaging, and CSR—shape consumer purchase decisions through trust and brand loyalty. Using secondary data and prior literature, the study shows that sustainability initiatives positively influence buying behaviour and create a competitive advantage in eco-conscious markets. The findings reinforce sustainable marketing as a strategic tool for long-term customer retention and brand differentiation.

Beyond fashion, Zia and Alzahrani (2022) show that e-marketing tools enhance access to and awareness of sustainable agricultural products, positively influencing buying behaviour. Chamboko-Mpotaringa and Tichaawa (2023) extend this insight to the domestic tourism sector, arguing that digital and sustainability-oriented marketing strategies encourage responsible travel

choices. In the Global South, Ajani et al. (2023) highlight a growing consumer preference for sustainability in Nigeria, calling for integrated marketing communications aligned with sustainable policy frameworks. Likewise, Yang and Hamid (2024) report that Chinese cosmetics consumers increasingly favour eco-friendly products, requiring brands to align marketing strategies with sustainability values. Finally, Sarmah and Singh (2024) confirm that sustainable marketing practices—particularly eco-friendly packaging—strengthen consumer trust, preference, and brand loyalty, reinforcing repeat purchase behaviour. Proserpio et al. (2025) provide robust causal evidence on the effectiveness of Amazon’s Climate Pledge Friendly program using a large-scale Difference-in-Differences design. The study shows that CPF certification significantly increases sales, shipped units, and gross merchandise sales shortly after adoption. By rigorously controlling for pricing, advertising, and promotional effects, the authors demonstrate that ignoring concurrent marketing activities substantially overstates sustainability impacts. More so, Ebigwu (2025) examines how sustainability marketing practices affect consumer brand loyalty for household products in Delta State, Nigeria, using a survey of 382 consumers. The study finds that eco-friendly advertising, CSR activities, and sustainable packaging each have a significant positive influence on brand loyalty. By adopting a descriptive research design, it provides empirical evidence linking sustainability initiatives to repeat patronage in a developing-market context. The findings reinforce sustainability marketing as a strategic tool for strengthening consumer loyalty at the local market level.

Furthermore, Ma'sum et al. (2025) research examines the influence of green marketing strategies on consumer purchasing decisions and brand loyalty through a systematic review of existing literature. The analysis results show that green product attributes, transparent marketing communications, and the company's commitment to social responsibility contribute significantly to increasing consumer trust and loyalty. However, greenwashing practices can undermine that trust. Aliyari (2025) investigates the effect of green marketing on consumers’ green purchase intention, with environmental knowledge as a moderating factor, using survey data from online shoppers in Isfahan. Employing structural equation modelling, the study finds that all green marketing dimensions—product, price, promotion, and place—positively and significantly influence purchase intention. Environmental knowledge is shown to strengthen these relationships, amplifying the impact of green marketing efforts. The findings underscore the importance of consumer education in maximising the effectiveness of sustainability-oriented marketing strategies. El-Hussian (2024) examines how green advertising and brand credibility influence consumer purchase intention amid rising environmental concerns. The study highlights the moderating roles of environmental knowledge and concern in shaping consumer responses to eco-friendly marketing messages. It concludes that credible green advertising significantly encourages recyclable product purchases, offering practical insights for firms adopting sustainability-oriented marketing strategies.

### **2.3.2 Green Branding and Consumer Purchase Decisions**

Mahesha and Km (2024) investigate how eco-brand attributes influence consumer choices in the FMCG sector, highlighting the growing demand for environmentally friendly products. The study identifies factors such as brand familiarity and perceived quality-of-life improvements as key motivators for green purchases. Data is collected through surveys and interviews to analyse consumer preferences and motivations. Findings provide insights for marketers and policymakers on leveraging eco-branding to promote sustainable consumption. Sharma et al. (2024) examine the rise of green marketing in India, emphasising its role in promoting sustainable and eco-friendly products. The study highlights how organisations target environmentally conscious consumers and adapt strategies to influence purchasing decisions. Using a sample of 50 customers, the research measures the impact of green marketing on loyalty and trust through correlation and regression analysis. Results show that advertising and branding significantly affect customer loyalty, while trust is primarily influenced by advertising. Umema and Japee (2024) examine the influence of green marketing strategies on consumer buying behaviour in Ethiopian fresh fruit and vegetable export companies. Using surveys with 116 respondents alongside secondary literature, the study employs descriptive and inferential statistics to analyse consumer responses. Results suggest that green marketing strategies partially impact buying decisions, highlighting the need for integrated marketing approaches. The study recommends further research into mediating and moderating factors to better guide exporters, policymakers, and stakeholders in promoting sustainable consumption. Relatedly, Anh (2024) investigates how green marketing influences consumer awareness and environmentally conscious purchasing in Vietnam, focusing on attitudes, perceived value, environmental image, and word-of-mouth. Using Structural Equation Modelling and survey data, the study assesses the impact of these factors on green purchase behaviour. Findings indicate that all examined factors significantly affect sustainable purchasing, with green word-of-mouth having the strongest influence. The study offers a framework for understanding drivers of sustainable consumer behaviour, providing insights for marketers and researchers to improve green marketing strategies. Thakur et al. (2025) examine the effects of eco-friendly product design, environmentally positive externalities, and green product advertising on green brand image. Using survey data from 380 respondents and PLS-SEM analysis, the study finds that environmental externalities and advertising strongly enhance brand image, while product design has a moderate effect. The model explains 63% of the variance in green brand image, highlighting the predictive strength of consumers' environmental perceptions and attitudes. The study provides marketers with practical strategies for strengthening green branding through transparency, effective communication, and sustainability-focused initiatives. Similarly, Mahmoud et al. (2022) discovered that in the FMCG industry, sustainable packaging improves willingness to pay and retention of consumers, validating its significance as a differentiator. Yonalia (2025) also said that packaging serves as both a container and a brand equity generator, with eco-design characteristics increasing consumer-brand ties in areas including personal care and food items. Prakash and Pathak (2017) emphasised that eco-labelling and package design should be viewed as integrative factors rather than distinct techniques, since holistic cues boost perceived legitimacy. Reddy et al. (2023) found that authentic advertising enhances consumer

loyalty in FMCG markets and strengthens the impact of eco-design cues by linking them to measurable environmental benefits. Transparent communication through GPA helps consumers interpret and trust sustainable design efforts. This approach builds emotional connections, increases trust, and promotes sustainable purchasing behaviour. Moreover, Mahmoud et al. (2022) discovered that GBI mediates the association between eco-friendly packaging and purchase intention in FMCG, whereas Watson (2024) demonstrated that GBI has a considerable impact on brand loyalty, even in industries with fast turnover. Joshi and Rahman (2019) emphasised that customers now implement sustainability issues directly into brand assessments, underlining the increasing relevance of GBI in the context of competitive positioning.

### 2.3.3 Brand Perception and Consumer Purchase Decisions

Bhowmick (2022) examines how effective branding shapes consumer perception and drives decision-making. The study highlights how a company's branding strategy builds brand strength and influences consumers across different categories. Survey data indicate that brand design impacts consumers' price perceptions. Tahir et al. (2024) review the impact of brand image on customer satisfaction and loyalty in foreign tourism, analysing 79 high-quality studies using the PRISMA method. The findings show that brand image strongly shapes customer satisfaction and fosters loyalty. Key factors influencing this relationship include product quality, pricing, and advertising, with insights framed through self-congruity theory. Guliyev (2023) examines how brand perception and brand image influence consumer purchasing behavior in Azerbaijan. Using survey data from 251 respondents, the study finds that both factors significantly shape buying decisions. Findings highlight that Azerbaijani consumers, particularly youth, associate branded products with social status, reinforcing the importance of branding in purchase behaviour. Marwa and Makorere (2024) investigate how brand quality affects consumer purchasing decisions in Tanzania's telecommunications sector, focusing on Vodacom. Using survey data from 294 customers and regression analysis, the study finds that perceived brand quality significantly influences buying decisions. Rathore et al. (2024) examine how branding affects consumer purchase decisions in the Indian apparel industry, using stimulus-organism-response theory and structural equation modelling on 222 customer responses. Results show that branding shapes perceptions and preferences, which in turn influence purchase decisions, with gender and information medium acting as significant moderators. The study offers managerial insights for leveraging branding strategies to enhance apparel sales, particularly through online channels and targeted approaches for male consumers.

### 2.4 Knowledge Gaps

Despite the extensive body of research on sustainability marketing, green branding, and brand perception, several gaps remain, particularly in studies using survey research designs. While existing studies consistently demonstrate that sustainable marketing practices, eco-friendly packaging, eco-labelling, and green advertising influence consumer awareness, loyalty, and purchase intentions across sectors—from FMCG and apparel to tourism and telecommunications—the majority rely on cross-sectional surveys with relatively small or

localised samples (e.g., Sharma et al., 2024; Umema & Japee, 2024; Marwa & Makorere, 2024). This limits the generalizability of findings and fails to capture longitudinal changes in consumer behaviour. Similarly, research on green branding and brand image often emphasises attitudinal outcomes without fully exploring moderating or mediating factors such as cultural context, social status, gender, and digital information channels (Thakur et al., 2025; Rathore et al., 2024). Studies on brand perception and brand quality highlight the role of consumer associations in decision-making, yet they often neglect the interplay between perception, loyalty, and sustainable behaviour over time (Bhowmick, 2022; Guliyev, 2023; Tahir et al., 2024). Additionally, there is limited integration of theoretical frameworks, such as self-congruity or stimulus-organism-response models, with empirical survey evidence across diverse markets. Overall, while survey-based research has provided valuable insights into the influence of sustainability marketing, green branding, and brand perception on purchase behaviour, gaps remain in longitudinal analysis, cross-cultural applicability, and the examination of moderating mechanisms that could strengthen causal inference and practical relevance.

### **3. Research Methods**

This section outlines the methods and approaches used to conduct this research, detailing the research design, study area, target population, sample size, sampling techniques, data collection methods, and data analysis methods.

#### **3.1 Study Area**

The study was conducted in Nigeria with emphasis on manufacturing firms that are listed on the Nigerian Stock Exchange (NSE). Nigerian manufacturing firms operate in a highly constrained environment characterized by high energy costs, infrastructure deficiencies, and strong dependence on imported inputs, making production and pricing sensitive to economic shocks; within this context, the adoption of environmental sustainability has become increasingly important, as cleaner production processes, energy efficiency, and waste reduction not only lower long-term operating costs but also influence product pricing, enhance brand credibility, and shape consumer purchasing decisions, especially among environmentally conscious consumers who associate sustainable practices with quality, responsibility, and value for money.

#### **3.2 Research Design**

This study employed a survey research design to investigate sustainability marketing and consumer purchase decisions in Nigeria, with a particular emphasis on the mediating role of green branding in shaping brand perception. Data were collected from the target population at a single point in time, allowing for the systematic assessment of relationships among sustainability marketing practices, green branding, brand perception, and consumer purchasing decisions. The cross-sectional approach is suitable for capturing prevailing consumer attitudes and behaviours, as well as identifying patterns and associations between key variables within the study context, thereby providing empirical insights into how sustainability-oriented marketing strategies influence consumer decision-making processes (Kothari, 2018).

### 3.3 Target Population

The target population for this study comprised consumers of selected manufacturing firms listed on the Nigerian Stock Exchange (NSE), namely Dangote Cement Plc, Lafarge Africa Plc, BUA Cement Plc, Nestlé Nigeria Plc, Nigerian Breweries Plc, Guinness Nigeria Plc, Flour Mills of Nigeria Plc, Unilever Nigeria Plc, PZ Cussons Nigeria Plc, and Cadbury Nigeria Plc. These firms were deliberately selected due to their strong market presence, active engagement in sustainability-related practices, and wide consumer reach across Nigeria, which enhances the depth and relevance of data obtainable from their customers. Focusing on these firms allows the study to capture diverse consumer perceptions and purchasing behaviours within the Nigerian manufacturing sector, thereby providing a robust basis for analysing the role of sustainability marketing and green branding in shaping brand perception and consumer purchase decisions (Kothari, 2018).

### 3.4 Sample Size

A sample size of 294 respondents was adopted for this study. The sample size was determined using Godden's formula for estimating an optimal sample size for an unknown population, expressed as  $SS = [Z^2p(1 - p)] / C^2$ , where Z represents the Z-value corresponding to a 99% confidence level (2.58), p denotes the assumed population proportion (0.05), and C indicates the margin of error (0.01). The application of this formula produced a minimum sample size of 294 respondents, which was considered sufficient to ensure statistical reliability and to adequately address the objectives of the study on sustainability marketing, green branding, and consumer purchase decisions in Nigeria.

### 3.5 Sampling Technique

This study employed a convenience sampling technique to select respondents from the target population. Consumers of the selected manufacturing firms listed on the Nigerian Stock Exchange were approached based on accessibility and willingness to participate in the study. Data were collected through direct engagement with respondents after the purpose of the study was clearly explained and informed consent was obtained. This approach facilitated efficient data collection and enabled the researcher to obtain relevant consumer insights on sustainability marketing, green branding, and purchase decision behaviour within the Nigerian manufacturing context.

### 3.6 Data Collection Method

In this study, a structured questionnaire was used as the primary instrument for data collection from consumers of selected manufacturing firms listed on the Nigerian Stock Exchange, namely Dangote Cement Plc, Lafarge Africa Plc, BUA Cement Plc, Nestlé Nigeria Plc, Nigerian Breweries Plc, Guinness Nigeria Plc, Flour Mills of Nigeria Plc, Unilever Nigeria Plc, PZ Cussons Nigeria Plc, and Cadbury Nigeria Plc. Respondents were approached in accessible locations, and the purpose of the study was clearly explained before informed consent was

obtained. The questionnaire was administered directly by the researcher to enhance response accuracy and completeness. It consisted of close-ended questions designed to capture data on sustainability marketing practices, green branding, brand perception, and their influence on consumer purchase decisions, as well as the demographic characteristics of the respondents.

### 3.7 Data Analysis Method

The collected data were analysed using quantitative techniques, including descriptive statistics and multiple linear regression analysis. Descriptive analysis was employed to summarise respondents' demographic characteristics and key study variables, while multiple linear regression was used to examine the relationships between sustainability marketing dimensions and consumer purchase decisions, as well as the mediating role of green branding and brand perception (Hair et al., 2010). The regression model is specified as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

where  $Y$  represents consumer purchase decisions,  $\beta_0$  is the constant term,  $\beta_1$  denotes sustainability marketing,  $\beta_2$  represents green branding,  $\beta_3$  captures brand perception, and  $\varepsilon$  is the error term.

### 3.8 Operationalisation of Variables

The operationalisation of variables in this study was informed by established literature and tailored to the objectives of the research. The core variables comprise sustainability marketing as the independent variable and consumer purchase decisions as the dependent variable, with green branding serving as a mediating variable and brand perception incorporated to capture consumers' evaluative responses within the Nigerian manufacturing context.

#### 3.8.1 Measurement of Independent Variable

In this study, the independent variable, Sustainability Marketing (SM), was measured using four dimensions: environmental advertising intensity, eco-labeling and certifications, green packaging practices, and corporate environmental responsibility messaging. Green Branding (GB) and Brand Perception (BP) were included as additional variables to capture the mediating and evaluative effects of sustainability initiatives on consumer purchase decisions. All constructs were assessed using a five-point Likert scale ranging from "very low influence" to "strong influence" to reflect respondents' perceptions accurately.

#### 3.8.2 Measurement of Dependent Variable

The dependent variable, Consumer Purchase Decision (CPD), was measured using three dimensions: brand choice, product options, and purchase timing. Brand choice and willingness to purchase were assessed using binary scales, while other aspects of consumer behaviour were measured using a five-point Likert scale, ranging from "very low influence" to "strong influence," to capture the extent to which sustainability marketing, green branding, and brand perception affect consumers' purchasing decisions.

**Table 1: Measurement of the Variables**

Variable Type	Variable	Description / Dimensions	Measurement Scale	Expected Outcome
<b>Dependent Variable</b>	Consumer Purchase Decision (CPD)	Brand Choice, Product Options, Purchase Timing	Likert Scale (5 levels)	+/-
<b>Independent Variable</b>	Sustainability Marketing (SM)	Environmental Advertising Intensity, Eco-labelling & Certifications, Green Packaging Practices, Corporate Environmental Responsibility Messaging	Likert Scale (5 levels)	+/-
<b>Mediating / Other Variables</b>	Green Branding (GB)	Consumer perception of firms' green initiatives	Likert Scale (5 levels)	+/-
	Brand Perception (BP)	Consumers' evaluative response to brand quality and sustainability	Likert Scale (5 levels)	+/-

Source: Author's Concept

#### 4. Empirical Results and Discussion of Findings

This section presents the results and discussion of the study on the influence of sustainability marketing, green branding, and brand perception on consumer purchase decisions in selected Nigerian manufacturing firms. The findings are structured to first provide descriptive statistics for an overview of respondents' demographic characteristics and perceptions, followed by multiple linear regression analysis to examine the relationships between the study variables and provide deeper insights into how sustainability initiatives and brand-related factors shape consumer purchase behaviour.

##### 4.1 Demographic Characteristics of Respondents

The study provides an overview of the demographic characteristics of respondents, which may affect their consumer purchase decisions. Key demographics were categorised by age, gender, education level, and occupation, as presented in Table 2. Analysing these factors is important, as they can shape perceptions of sustainability marketing, green branding, and overall brand perception, ultimately influencing consumers' purchasing behaviour within the Nigerian manufacturing sector.

**Table 2: Demographic Characteristics of Respondents**

Characteristic	Category	Frequency	Per cent (%)
<b>Age</b>	18–30 years	130	46.4
	31–50 years	110	39.3
	51 years and above	40	14.3
<b>Gender</b>	Male	98	35.0
	Female	196	65.0
<b>Education Level</b>	Primary	110	37.4
	High School	60	20.4
	Bachelor's Degree	65	22.1
	Master's Degree	35	11.9
	Doctorate	10	3.4
<b>Occupation</b>	Employed	110	37.4
	Not Employed	184	62.6

Source: Author’s Concept

The demographic profile of the 294 respondents provides important context for understanding consumer purchase decisions in relation to sustainability marketing, green branding, and brand perception among Nigerian manufacturing firms. The age distribution shows that nearly half of the respondents (46.4%) are between 18 and 30 years, followed by 39.3% aged 31–50 years, suggesting that younger and middle-aged consumers constitute the primary market segment for sustainability-focused products. Female respondents (65%) outnumber males (35%), indicating that women may play a more influential role in purchase decisions within the sampled population. In terms of education, the majority have attained at least a secondary or bachelor’s level of education, with 39.3% having primary education, 21.4% high school, 23.2% bachelor’s, 12.5% master’s, and 3.6% doctorate degrees, implying a generally literate and informed consumer base likely to be responsive to sustainability and green branding messages. Occupationally, 60.7% of respondents are not formally employed, while 39.3% are employed, which may influence their purchasing power and sensitivity to pricing and brand value. These demographic characteristics suggest that the respondents are relatively young, predominantly female, moderately educated, and diverse in employment status, all of which are likely to shape perceptions of sustainability marketing initiatives, green branding efforts, and subsequent consumer purchase decisions in the Nigerian manufacturing sector.

#### 4.2 Sustainability Marketing, Green Branding, and Brand Perception on Consumer Purchase Decision

The findings in Table 3 highlight the influence of sustainability marketing, green branding, and brand perception on consumer purchase decisions within selected Nigerian manufacturing firms. A majority of respondents recognise the importance of environmental initiatives and corporate responsibility in shaping their buying behaviour, with 80% indicating that eco-friendly practices, green packaging, and environmental advertising positively affect their purchase decisions. Specifically, 28% of respondents strongly agree, and 52% agree that firms’ sustainability efforts enhance their perception of the brand, demonstrating that consumers are increasingly valuing environmentally responsible practices. Green branding further reinforces this perception, as 76% of respondents acknowledge that brands promoting eco-friendly messages are more trustworthy and preferred over others. These results underscore that brand perception, shaped by both sustainability marketing and green branding, plays a crucial role in influencing consumer purchase decisions, reflecting a shift in consumer priorities toward products and brands that demonstrate environmental responsibility, quality, and ethical practices.

**Table 3: Sustainability Marketing, Green Branding, and Brand Perception on Consumer Purchase Decision**

Statement	SA (%)	A (%)	N (%)	DA (%)	SD (%)
The firm’s environmental advertising positively influences my purchase decision	28	52	10	6	4

Eco-labelling and certifications affect my choice of products	30	50	12	6	2
Green packaging practices encourage me to buy products from the brand	26	54	12	6	2
Corporate environmental responsibility messaging improves brand trust	32	48	10	6	4
I perceive brands with strong sustainability initiatives as innovative	28	50	14	6	2
I trust the quality of products offered by brands with green practices	34	50	8	6	2
Green branding improves my overall perception of the brand	30	52	10	6	2

Source: Authors' Concept

The findings in Table 4.2 provide comprehensive insights into how sustainability marketing, green branding, and brand perception influence consumer purchase decisions within selected Nigerian manufacturing firms. A majority of respondents strongly agree (SA) or agree (A) that environmental advertising, eco-labeling and certifications, green packaging, and corporate environmental responsibility messaging positively affect their purchasing behaviour. For instance, 80% of respondents (28% SA and 52% A) indicate that environmental advertising intensity influences their buying decisions, suggesting that consumers are increasingly attentive to firms' communication of eco-friendly practices. Similarly, green packaging and eco-labeling received high agreement levels (80% and 80% respectively), reflecting that consumers actively consider tangible indicators of sustainability when selecting products. These results highlight that sustainability marketing efforts serve not only as a communication tool but also as a key differentiator in competitive manufacturing markets, shaping consumer perceptions and enhancing brand credibility. Furthermore, the relatively low percentages of neutral, disagree, or strongly disagree responses indicate that sustainability-related initiatives are widely recognised and valued by the sample population, affirming that environmentally conscious practices are becoming an integral factor in consumer decision-making.

Green branding and overall brand perception also show a significant effect on consumer purchase decisions, as indicated by high agreement levels across statements related to trust, innovation, and overall brand evaluation. For example, 84% of respondents (34% SA and 50% A) trust the quality of products from brands with green practices, while 82% perceive such brands as innovative and socially responsible. This demonstrates that green branding reinforces positive brand perception, mediating the relationship between sustainability initiatives and consumer behaviour. Additionally, consumers appear to associate sustainability with product quality, reliability, and ethical business conduct, which can translate into loyalty and willingness to pay premium prices. Hence, this suggests that integrating sustainability marketing strategies with strong green branding not only elevates consumer perception of the brand but also significantly drives purchase decisions, indicating that Nigerian manufacturing firms can gain a competitive advantage by embedding environmental responsibility into their core business practices.

### 4.3 Results on Multiple Regression

Regression analysis is a widely used technique for assessing the relationships between multiple independent variables and a dependent variable, especially when the predictors may be interrelated. In this study, multiple regression analysis was employed to examine the effects of sustainability marketing, green branding, and brand perception on consumer purchase decisions. Before conducting the regression, key assumptions were tested, including sample adequacy, independence of residuals, presence of outliers, multicollinearity, normality, linearity, and homoscedasticity. These diagnostic checks ensured that the regression model was statistically valid and reliable, providing a robust basis for evaluating how sustainability initiatives and brand-related factors influence consumer purchasing behaviour in the Nigerian manufacturing sector (Hair et al., 2010).

**Summary of the Regression Model**

**Table 4: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.811	0.657	0.647	0.26014

Source: Author’s Concept

The results from the regression model indicate a strong relationship between sustainability marketing, green branding, brand perception, and consumer purchase decisions in the Nigerian manufacturing sector. The R Square value of 0.657 suggests that 65.7% of the variation in consumer purchase decisions is explained collectively by these independent variables, highlighting their substantial influence on consumer behaviour. The adjusted R Square of 0.647 confirms that the model remains robust even after accounting for the number of predictors, indicating that the explanatory power is not inflated by the inclusion of multiple variables. Furthermore, the standard error of estimate of 0.26014 reflects a relatively low level of prediction error, demonstrating that the model provides reliable and accurate estimates of consumer purchase decisions. These findings underscore that integrating sustainability initiatives, effective green branding, and strong brand perception significantly drives consumer behaviour, emphasising the importance for Nigerian manufacturing firms to align marketing and branding strategies with environmental responsibility and consumer expectations.

**Table 5: ANOVA Results for the Regression Model**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	12.594	3	4.198	62.036	.000
Residual	6.564	290	0.023		
Total	19.159	293			

Source: Author’s Concept

The ANOVA results indicate that the regression model is statistically significant in predicting consumer purchase decisions based on sustainability marketing, green branding, and brand perception, as shown by an F-value of 62.036 and a significance level of 0.000. This implies that the combined effect of the independent variables on consumer purchase decisions is highly

significant, and the model reliably explains variations in the dependent variable. The total sum of squares (19.159) reflects the overall variability in consumer purchase decisions, while the regression sum of squares (12.594) indicates that a substantial portion of this variability is explained by the predictors. The low residual mean square (0.023) suggests minimal prediction error, confirming the model’s accuracy and robustness. These results underscore the critical role of sustainability-focused marketing strategies and brand-related factors in shaping consumer behaviour in the Nigerian manufacturing sector.

#### 4.4 Regression Coefficients

**Table 5: Regression Coefficients for Predictors of Consumer Purchase Decision**

Model	Unstandardised Coefficients	Std. Error	Standardised Coefficients (Beta)	t	Sig.
Constant	0.250	0.063		3.968	0.000
Sustainability Marketing (SM)	0.122	0.061	0.161	2.042	0.043
Green Branding (GB)	0.158	0.059	0.192	2.678	0.008
Brand Perception (BP)	0.175	0.057	0.210	3.070	0.003

Source: Authors’ Concept

The findings from Table 5 indicate that sustainability marketing, green branding, and brand perception significantly influence consumer purchase decisions among Nigerian manufacturing firms. Specifically, the unstandardized coefficient for sustainability marketing (SM) is 0.122, with a standard error of 0.061. This implies that for each unit increase in sustainability marketing activities, consumer purchase decisions increase by approximately 0.122 units, holding other factors constant. The standardised coefficient (Beta) of 0.161 suggests a moderate effect of sustainability marketing relative to the other predictors in the model. The t-statistic of 2.042 and a significance level of 0.043 indicate that sustainability marketing has a statistically significant impact on consumer purchase decisions at the 5% level.

Similarly, green branding (GB) and brand perception (BP) exhibit positive and significant effects. Green branding has an unstandardized coefficient of 0.158 (Beta = 0.192, t = 2.678, p = 0.008), while brand perception has an unstandardized coefficient of 0.175 (Beta = 0.210, t = 3.070, p = 0.003). These results demonstrate that improvements in green branding and stronger positive brand perception are associated with higher consumer purchase likelihood. The findings suggest that consumers place considerable value on environmentally responsible initiatives and brand-related attributes when making purchasing decisions. Consistent with prior studies, such as Aaker’s brand equity framework, consumers tend to favour brands that convey trust, reliability, and ethical practices, and are willing to pay a premium for products perceived as sustainable or high-quality. Additionally, research by Sunarsi (2020) and Ansari et al. (2019) reinforces that sustainability-oriented branding and positive brand perception serve as key determinants of

consumer choice, while Bennett and Rundle-Thiele (2005) highlight that these factors contribute to loyalty and repeat purchase behaviour. Moderate to strong effects of sustainability marketing, green branding, and brand perception underscore their critical role in shaping consumer purchase decisions within the Nigerian manufacturing sector, indicating that firms can gain a competitive advantage by integrating environmental responsibility and brand credibility into their marketing strategies.

#### **4.5 Discussion of Findings**

The findings of this study reveal that sustainability marketing significantly influences consumer purchase decisions within the Nigerian manufacturing sector. Analysis of the regression results demonstrates that environmental advertising intensity, eco-labelling and certifications, green packaging practices, and corporate environmental responsibility messaging collectively explain a substantial portion of the variance in consumer behaviour. The unstandardized coefficient for sustainability marketing (0.122) and a corresponding significance level of 0.043 indicate that firms' sustainability initiatives positively shape consumers' likelihood of purchasing their products. This suggests that consumers are increasingly aware of and responsive to environmental and ethical practices, aligning with global trends toward eco-conscious consumption. Descriptive results further highlight that a majority of respondents actively consider green marketing efforts when making purchasing choices, indicating that sustainability marketing is not merely a promotional tool but a key driver of consumer perception and brand differentiation. Consequently, firms that strategically communicate their environmental initiatives can enhance brand appeal, build trust, strengthen consumer engagement, and influence consumer purchase behaviour in a competitive manufacturing market.

Green branding was found to exert an even stronger influence on consumer purchase decisions, with a standardised Beta of 0.192 and a significant p-value of 0.008. Consumers associate green branding with trust, product reliability, and corporate responsibility, which enhances overall brand perception. The study shows that brands emphasising sustainability through visible and credible green practices, such as eco-labels, certifications, and environmentally friendly packaging, enjoy higher consumer preference. This finding corroborates the argument that green branding serves as a mediating mechanism between sustainability initiatives and purchase decisions, reinforcing the notion that brand perception is shaped not only by functional product attributes but also by ethical and environmental considerations. The high agreement among respondents regarding the impact of green branding indicates that consumers increasingly integrate sustainability into their evaluative criteria, prioritising brands that align with their environmental values. For Nigerian manufacturing firms, this underscores the necessity of embedding sustainability into brand strategy, as doing so can enhance brand equity, differentiate products in saturated markets, and foster consumer loyalty over time.

Furthermore, Brand perception also emerged as a critical determinant of consumer purchase decisions, with the strongest effect among the variables studied (Beta = 0.210, p = 0.003). Respondents indicate that positive perceptions of a brand's quality, credibility, and ethical

practices significantly influence their willingness to purchase. The study highlights that consumers do not evaluate products solely on functional characteristics but also consider the broader value proposition, including sustainability, trustworthiness, and corporate responsibility. This aligns with Aaker's brand equity model, emphasising that perceived quality and brand associations drive consumer choice and loyalty. Moreover, the results suggest an interplay between sustainability marketing, green branding, and brand perception, illustrating a complex mechanism through which environmentally conscious practices translate into tangible consumer behaviour. These findings collectively indicate that Nigerian manufacturing firms can strengthen their market position by integrating sustainability into marketing, branding, and value communication strategies. By prioritising eco-friendly initiatives, reinforcing green branding, and enhancing brand perception, firms can not only meet consumer expectations but also drive purchase decisions, promote brand loyalty, and achieve competitive advantage in a market increasingly attentive to environmental and ethical considerations.

## **5. Conclusion and Policy Recommendations**

This study examined the influence of sustainability marketing, green branding, and brand perception on consumer purchase decisions among ten selected Nigerian manufacturing firms listed on the Nigerian Stock Exchange, including Dangote Cement Plc, Lafarge Africa Plc, BUA Cement Plc, Nestlé Nigeria Plc, Nigerian Breweries Plc, Guinness Nigeria Plc, Flour Mills of Nigeria Plc, Unilever Nigeria Plc, PZ Cussons Nigeria Plc, and Cadbury Nigeria Plc. The primary aim was to assess how firms' sustainability initiatives and brand-related practices shape consumer behaviour in the Nigerian manufacturing sector. The findings reveal that sustainability marketing—through environmental advertising, eco-labelling, green packaging, and corporate environmental responsibility messaging—positively influences consumer purchase decisions. Green branding further strengthens this relationship by enhancing brand credibility and aligning products with consumers' environmental values. Brand perception emerged as the most significant determinant, highlighting that consumers consider not only functional product attributes but also ethical and environmental practices when making purchasing decisions. Collectively, the results indicate a synergistic effect, whereby sustainability marketing initiatives improve green branding, which in turn enhances brand perception, ultimately driving purchase behaviour. The study underscores the importance for Nigerian manufacturing firms to integrate sustainability into their marketing and branding strategies to meet consumer expectations, build loyalty, and gain a competitive advantage. By embedding environmental responsibility into core business practices, firms can influence consumer decisions effectively and contribute to sustainable market growth.

To improve consumer purchase decisions, Nigerian manufacturing firms should implement policies that strengthen sustainability marketing across all touchpoints. This includes adopting transparent and consistent environmental communication strategies such as eco-labelling, certifications, and advertising that highlights sustainable production practices. Firms should invest in consumer education campaigns that explain the environmental and social benefits of

their products, helping consumers make informed purchasing decisions. Policies should mandate regular reporting of sustainability initiatives and measurable environmental outcomes, fostering credibility and trust. Additionally, integrating digital marketing platforms can expand reach and engage younger, environmentally conscious consumers who are increasingly active online. Firms should also establish feedback mechanisms to monitor consumer perception of sustainability efforts, ensuring marketing messages resonate and influence behaviour. By institutionalising sustainability marketing as a core strategy, firms can differentiate their products, create emotional and ethical value for consumers, and build long-term loyalty. Regulatory support from government agencies can further reinforce these initiatives by incentivising environmentally responsible marketing practices through tax reliefs or public recognition programs, thereby enhancing overall consumer confidence and driving purchase decisions.

Green branding is critical for shaping consumer perception and loyalty. Nigerian manufacturing firms should adopt policies that embed sustainability into their brand identity and corporate culture. This can involve creating eco-conscious product lines, redesigning packaging to minimize environmental impact, and ensuring that all brand communications consistently reflect environmental responsibility. Policies should encourage firms to verify and certify green claims through third-party audits to enhance credibility and reduce consumer scepticism. Additionally, brand narratives should emphasise the social and ethical values of sustainability initiatives, linking environmental actions to tangible consumer benefits. Regular evaluation of brand performance through consumer surveys and market research will ensure that green branding resonates effectively and influences purchasing decisions. Partnerships with environmental organisations or participation in sustainability programs can further strengthen brand legitimacy and visibility. By institutionalising green branding as a strategic priority, firms can differentiate themselves in competitive markets, increase consumer trust, and reinforce positive brand associations. Over time, consistent green branding efforts will cultivate loyalty, encourage repeat purchases, and enhance the perceived value of products in the eyes of environmentally conscious consumers.

Improving brand perception requires policies that integrate product quality, ethical conduct, and environmental responsibility into corporate decision-making. Nigerian manufacturing firms should implement stringent quality control standards and sustainability certifications to ensure products meet or exceed consumer expectations. Policies should promote transparency in sourcing, production, and environmental impact, allowing consumers to verify claims and develop trust in the brand. Incorporating social responsibility programs, such as community engagement or employee welfare initiatives, can further enhance brand perception by highlighting ethical practices. Regular consumer feedback mechanisms and brand audits should be institutionalised to monitor perception trends and identify areas for improvement. Firms can also leverage digital platforms to communicate sustainability and ethical practices, making information accessible and engaging. By embedding ethical, sustainable, and quality-focused practices into brand strategy, firms can positively influence consumer attitudes, strengthen perceived value, and increase willingness to pay for products. Finally, policies that prioritise

brand integrity, transparency, and ethical conduct will create a favourable perception that drives consumer purchase decisions, fosters loyalty, and provides a competitive advantage in Nigeria's manufacturing sector.

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