FACTORS INFLUENCING CONSUMERS PREFERENCE FOR GREEN PACKAGING IN ENUGU METROPOLIS, ENUGU STATE, NIGERIA

Abstract:*The study, factors influencing consumer preference for green packaging in Enugu Metropolis, Enugu State aimed at determining the nature of relationship that exists between consumer preference and green packaging variables-recycled labeled products, eco-labeled products, and environmental advertising in Enugu State Metropolis, Enugu State. 480 consumers participated in the study while responses from 300 consumers formed the data used in the analysis. Pearson's Product moment correlation with the aid of SPSS version was used to analyze the data and test the stated hypothesis. Results indicated a positive relationship between consumers preference and recycled labeled products.. Eco-labeled products have a positive significant relationship with consumers preference, environmental advertising concerns has a positive and significant relationship with green consumers preference. The researcher therefore concluded that factors influencing consumer's preference for green packaged products have a significant positive relationship with green packaged products. The implications of these findings are that marketers should focus on providing clear information about green products in order to promote consumers' familiarization and enhance their knowledge relating to green products. Green products manufacturers should immediately obtain the eco-label on product packaging to increase the prevalence of eco-label products in the market place since the consumer's ability to recognize and understand them is prove undoubtedly the latter influences their green product purchase intention. The researcher recommended that environmental advertising concerns bodies in Enugu State Metropolis should wake up to their responsibility through enacting environmental laws aim at protecting the wellbeing of the consumers.*

Key words: Consumer Preference, Green Packaging, Recycled-Label Product, Environmental Advertising Concerns.

Introduction

Consumer's purchase intention is well-known as a subjective and broad field in consumer behavior and part of purchase decision making. People across the globe tend to prove the response towards many determinants that believed to stimulate one's purchase intention. Marketers, researchers and academician are increasingly running tests and research to identify the best determinant or approach that can create intention of a particular product to their targeted customers and customize it to them in which latter might engage them in a real purchase. Scholars by navigating the purchasing process, found one of the pillars that make the whole

purchasing process to be the purchase intention. In general, Spears & Singh (2014) along with Peter and Olson (2018) agreed that purchase intention (PI) can be defined as a consciously decided plan to an effort to purchase a particular product or service.

Aligned with the definitions above, Lee (2018) defined green purchasing as "the purchasing of procurement efforts which give preferences to products or services which are least harmful to the environmental and human health". In addition, Nik Abdul Rashid (2019) conceptualized green purchase intention as the probability and considerations. While Chan (2011), defined green purchasing as a specific kind of eco-friendly behavior that consumers perform to express their concern to environment.

Bergeron (2014), quoted that, "research in social psychology suggests that intentions are the best predictor of an individual's behavior because they allow each individual to independently incorporate all relevant factors that may influence the actual behaviour". This is supported by Armstrong (2010), work which found out that purchase intention is an accurate measure of future sales compared to other sales forecasting tools in general. He gave factors influencing consumers preference for green packaging to includes; recycled label, eco label, environmental advertising concepts, product characteristics and government role. It also provides a more precise forecast rather than just an approximate of past sales trends. Bergeron (2014) suggested types of eco-friendly products to include; starch-Based Biomaterial, other plant-based biomaterial, biodegradable packing peanuts, mushroom-based packaging, corrugated bubble wrap, recycled cardboard and paper, post-consumer recycled plastics and organic fabrics. Eco-friendly packaging offers a lot of advantages to both the brand environment in that it reduces carbon footprint, it's toxin and allergen free, it increases sales for a brand, it increases customers base and that eco-friendly packaging is versatile.

Eco-friendly products also known as green packaging is targeted towards the production, promotion of goods and services in such a manner that addresses the environmental concerns of the consumers. Marketing activities therefore surround us constantly with these issues that either influence or play an important role in impacting human activities. One of these issues is the environment or more precisely, the "green or eco-friendly environment" (Promotosh&Sadjedul, 2019). Marketers are now beginning to appreciate the concept of "environmentalism" and "going green". In the late 1980s, the green movement started in Great Britain, at the time, British consumers began

to adopt the green movement because of the degradation and damage to the environment caused by their industrial activities. Thus, "green or eco-friendly marketing concepts" were evolved and spread across the world as cited by (Promotosh, 2019).Today, marketers are channeling their branding skills on green or eco-friendly packaging systems, but in the minds of consumers, concerns about the environment take second place to packaging appearance and functional concerns. Young (2019) stated that environmental claims about packaging are tiebreaker for most shoppers when they decide which product to buy, influencing consumer purchase decisions only if quality, appearance and functionality needs are met". What this means is that consumers are sometimes caught in the dilemma if their purchase of a green product is due to environmental claims about packaging or not.

Every multinational company is coming into the light of environmentalism. All their activities, including advertising and public relations, stresses its initiatives in this area (Young, 2018). Thermacool Nigeria introduced a program that keeps track of all their packaging, making sure that they are sustainable (Sustainable Packaging Score Program). This revolutionized the company, thus setting the pace for all suppliers to begin developing packaging that is more eco-friendly (Young, 2018). Although in recent times, the green movement tide has produced resentment among consumers. That is, consumers became doubtful of the environmental claims, which is called "green washing".

In a report of Perception Research Services (2016), states that packaging has a strong effect on buying behaviour if it was labeled "recycle", or made from recycled materials", it had the recycle symbol printed on it. It is based on this statement that the author draws the proposition that eco-friendly packaging could have a strong impact on consumers' buying behavior.

Statement of the Problem

In a research by Perception Research Services (PRS) asked some basic questions. *"Do they the customers know? -* Do shoppers know which packaging systems are better for the environment? *Do they care? -* Do environmental considerations have an impact on their packaging preferences and purchase decisions?"*

The study seek the need to explore the extent shoppers and consumers go in their purchase decisions can be affected if they realized that the packaging is green/eco-friendly

Consumers who really care about the environment are few and will purchase green products because they want to get something else out of it, that is to say, something more important to them such as health, higher quality, convenience, functionality or status. To this end, the average consumer does not focus on green packaged products when they purchase because their preference for green brands are driven by confidence in a company's pro-environmental activities. The study therefore intends to explore the factors that influence the consumers preference for green packaging on consumer purchase intention and this is the problem proposed to be addressed by this study.

Objective of the Study

The general objective is to explore the factors influencing consumers preference for green packaging on consumers purchase intentions in Enugu Metropolis, Enugu State.

Specifically, the study intends to:

1. determine the nature of relationship that exist between the recycled labeled products and green packaged products in Enugu Metropolis Enugu State.

2. determine the nature of relationship that exist between eco-labeled products and green packaged products in Enugu Metropolis Enugu State.

3. determine the nature of relationship that exist between an environmental advertising concerns and green packaged products in Enugu Metropolis Enugu State

Research Questions

    The following research questions guided the study

1. What is the nature of relationship that exist between the recycled labeled products and green packaged products in Enugu Metropolis Enugu State.

2. What is the nature of relationship that exist between eco-labeled products and green packaged products in Enugu Metropolis Enugu State.

3. What is the nature of relationship that exist between an environmental advertising concerns and green packaged products in Enugu Metropolis Enugu State

Research Hypotheses

The study proposes to test following hypotheses:

$H0_1$: There is no significant relationship between recycled label products and green package products in Enugu Metropolis Enugu State.

$H0_2$: There is no significant relationship between eco-labeled products and green packaged products in Enugu Metropolis Enugu State.

$H0_3$: There is no significant relationship between environmental advertising concerns and green packaged products in Enugu Metropolis Enugu State

Significance of the Study

This study contributes to the body of knowledge by exploring the factors influencing consumers' preference for eco-friendly packaging on consumer purchase behaviour in Enugu Metropolis, Enugu State, South East Nigeria**.** The most important implication of the factors involved in the green related products is the eco-label. The difficulty in identifying and locating green products is one of the barriers for purchasing green products. Studies have shown that eco-labelled have influence in green product preferences especially for those with strong concerns for the environment. It is strongly suggested that green product manufacturers should immediately obtain the eco-label on product packaging to increase the prevalence of eco-labeled product products in the market place since the consumer's ability to recognize and understand them is proved undoubtedly the latter influences their green product purchase intention.

The researcher can conclude that marketers need to redesign or refine their current environmental advertisement concept by instilling some long-term orientation values and by so doing, it will be able to promote on how this green products can help the environment, save, money, time, as well as to remind individuals of their responsibility to do so since human is part of nature and to preserve it, not otherwise. This will confront consumer to perceive the idea and concept of green products differently than current environmental messages that promotes green products not different than conventional products by only highlighting it's regular benefits, improved functions and recycled material.

Scope of the Study

The scope of this study is limited to the subject scope, content scope, geographical scope, unit analysis scope and the period scope. The subject scope of this study focus on the factors influencing consumers preference for green packaging in Enugu Metropolis, Enugu State, Nigeria. The content covers the nature of relationship that exist between the recycled labeled products and green packaged products in Enugu Metropolis Enugu State, the nature of relationship that exist between eco-labeled products and green packaged products in Enugu Metropolis Enugu State and the nature of relationship that exist between an environmental advertising concerns and green packaged products in Enugu Metropolis Enugu State.

Review of Related Literature

Conceptual Review

Green packaged Products

Green packaged products are products which are least harmful to the environment and human health. Green packaging is all about recycling the source materials. Burning the trash leads to a new energy source, while using materials that can be decomposed by itself will not cause pollutions to the environment. Green packaging uses environmentally sensitive methods, including energy efficiency, recyclable and biodegradable materials, down gauging reusability and much more. However, move into green packaging from traditional packaging was a costly venture owing to the variance of consumer's attitude towards green packaging. The rapid development of the economy and advancement of technology can no longer be separated from the negative effects on the environment. Bonini & Oppenheim (2008) stated "consumer's shay they want to buy environmentally friendly product and to reduce their impact on the environment, but when they get to the market their earth minded sentiments die on the vine". Green retail decisions (2012) define green packaging as an approach toward product packaging that considers the full environmental impact of the production and disposal of the packaging material. A sustainable package will generate less waste than conventional packaging. It will also be manufactured from materials that use the least amount of non-recyclable material; for example, rather than use newly made plastic wrappers, it may use a re-cycled paper. And it will be manufactured using processes that use the least amount of energy possible. According to the sustainable packaging alliance, Packaging products are generally short cycle products and are used in combination with other products. Their main function is to (help) efficiently protect, distribute and market products and to provide safe and convenient use of its content. In doing so the packaging adds value to the product. This added value combines economic, environmental (in preventing product spoilage) and social values.

In order to be able to evaluate these values, including environmental benefits and impacts, and to identify opportunities for improvements, we need to consider; the entire life cycle of a packaging system - from the production or mining of raw materials through to disposal or recycling; and How the packaging system interacts with the product system (e.g. food or beverage) it contains, and how this interacts with systems in the ambient and macro environment.

Recycled-Label Product

Eco-labeled products are referred to as products collective environmental performance. Eco-labels are increasingly being used by firms to promote the identification of their green products. Eco-labels are potentially attractive instrument informing consumers about their environmental impact of their purchasing decision while simultaneously providing producers with a tool for extracting market place preference. Sterm (1994), awareness of eco-label has been found to yield a positive effect on consumers green product purchase intention. Therefore, it is established from several previous studies that eco-labels have influence on green product preference especially those with strong concern for the environment. A research by the Massachusetts Department of Environmental Protection (2002) suggested that the difficulty in identifying and locating green products is one of the barriers for purchasing green products.

Eco label has been a very importantly tackled topic by scholars in the marketing field as a tool in influencing consumers purchase intention for green products in which attached to this product packaging. A report by the Massachusetts Department of Environmental Protection (2012) suggested that the difficulty in identifying and locating green products is one of the barriers for purchasing green products. Giridhar (2018) referred to eco-labels as the product's collective environmental performance. D'Souza (2016) reported that eco-labels are increasingly being used by firms to promote the identification of their green products. Eco-labels are potentially attractive instruments informing consumers about the environmental impact of their purchasing decisions, while simultaneously providing producers with a tool for extracting market place preference and thus market share (Rashid, 2019). In the same study by Nik Abdul Rashid (2019), awareness of eco-label has been found to yield a positive effect on consumer's green product purchase intention. Therefore it is established from several previous studies that eco-labels have influence on green product preferences especially those with strong concern for the environment.

Environmental Advertising Concerns

Environmental Advertising is concerns with influencing consumers intention and purchasing behavior to pay extra for green products. Hayko & Matulich (2008) identified several ways of consumers' response in

expressing the green advertisi9ng effectiveness, in terms of willingness to pay premium price, trust the product safety and believed less harm as well as through loyalty.

For instance, Chase (2012) reported that 70 percent of the respondent in their survey claimed to be influenced by labelling on the products and environmental messages. Additionally, a study based in Malaysia by Tsen (2015) suggested that future research may include variable such as environmental advertisement programs in the research which could influence consumers intention and purchasing behavior to pay extra for green products. Applying the theory of planned behavior (TPB), Litvine&Wustenhagen (2017) investigated consumers' attitude towards green power and demonstrated that increasing messages allowed consumers to recognize the advantage of purchasing green power and it would significantly enhance green power market.

However, in the same study by Cahse (2002) the researchers found that more than half of the respondents stated that they pay less attention to environmental messages due to excess usage of exaggeration and lurid language. Moreover, Chase & Smith (2012) reported that majority of the sample agreed that environmental advertising is somehow not trustworthy in sense of communicating the information and benefits of green products. Rahba (2011) also found similar finding where respondents in terms of Penag's consumer in which environmental advertisement is not significant on purchasing behavior however it serves as a platform or source to enhance their knowledge related to green products.

In addition, Bator &Ciadini (2021) suggested that message involvement is critical factor in broad behaviours and proper indication of messages is one of the main strategies to enhance environmental behavior through information share. Thus, it is assumed that when a person has a favourable attitude towards green advertising, he or she will ultimately express a higher intention to buy green products and vice versa. Ali (2011) &Haykto (2018), believed that environmental advertising to have indirect influence on consumers' attitude towards green purchase behavior. Thus, study in hand employed environmental advertising as a moderator to confirm its effect and shed light on its important aspects to aid green product retailers to design and execute environmental advertisement.

Sustainable packaging strategies

Kalkowski (2017) defines sustainable packaging as the beneficial, safe & healthy across package's life cycle Meets performance, cost criteria for market .Uses renewable energy in manufacturing. Maximizes use of renewable or recycled materials. Manufactured using clean technologies and best practices. Is made from materials healthy in all likely end-of-life scenarios. Is physically designed to optimize materials and energy. Is effectively recovered and utilized in biological and/or industrial cradle-to-cradle cycles. An initial question clearly illustrated an important terminology gap between the industry and the consumer. According to a report released by Freedonia (2011), the demand for green packaging is projected to rise 6 percent in 2015. Advances will be driven by growth in manufacturing activity and trends toward environmentally friendly packaging. While recycled content packaging will remain by far the largest product type through the forecast period and beyond, this segment will see the slowest increases, due to the maturity of many products (e.g., metal cans and glass containers). On the other hand, above-average demand growth is expected in reusable and degradable packaging. In particular, demand for degradable packaging will continue to see double-digit annual growth rates. Freedonia (2011) gave a sustainable packaging strategies to includes; share disposal and recycling best practices, ship in a smaller package, recycled packaging material, plant-based packaging, edible packaging, plantable packaging, compostable and biodegradable plastic alternatives and avoid over-packaging throughout the supply chain.

Sustainable packaging is important because it reduces the ecological footprint of all the stages in the product's life cycle. It helps both the producer and the consumer reduce their environmental impact. The impact of human kind on the natural world is one of the greatest challenges we face today and in the decades ahead.

Theoretical Framework

Alderfer's Erg Theory

This study views the green packaged products with the ALDERFER'S ERG THEORY of 1959. This theory actually condensed Maslow's Need theory into three categories name E-Existence, R-Relatedness, and G-Growth.

Existence needs according to this theory are physiological needs like food, shelter and clothing. In most organizations this need will include things like benefits and pay and are actually comparable to Maslow's

physiological and certain aspects of the security needs. Relatedness involves the needs for interpersonal relationship and social interactions among workers. This category is similar to Maslow;s safety, social and certain parts of Ego and Esteem needs. Growth needs is concerned with the individual desire for personal growth and development. Maslow's self-actualization and certain parts of the Ego and Esteem needs are comparable to the growth need.

Unlike Maslow's and Herzberg's theories, Alderfer's theory does not state that lower order needs must be satisfied before higher order needs become motivators. All he said was that three types of needs levels exist. That is, Existence, Relatedness and Growth. Perhaps Alderfer realized that more than one need can be operational at the same time unlike Maslow.

Consumer's purchase intention is well known as a subjective and broad field in consumer behavior and part of purchase decision making. People across the globe tend to prove the different responses towards many determinant that believed to stimulate once purchase intention. Researchers are increasingly running test and research to identify the best determinant or approach that create intention of recycled label products, eco-label product and environmental advertising concern product to their targeted customer and customize it to them in which latter might engage them in a real purchase.

Bergeron (2004) quoted that, "research in social psychology suggests that intentions are the best predictor of an individual's behavior because they allow each individual to independently incorporate all relevant factors that may influence the actual behavior".

Methodology

Research Design

The design adopted for this was the survey research design. It is considered appropriate for this study because it involves collecting and analyzing of data from only a few people or items considered to be a representative of the entire group.

Area of the Study

The study was conducted in Enugu Metropolis, Enugu State. Enugu state is in the south eastern part of Nigeria which shares a common boundary with Ebonyi State in the North, Anambra state in the South, Abia State in the East and Kogi State in the West.

Source of Data

The data for this study was obtained specifically from two sources mainly primary and secondary sources.

Primary Sources

Primary sources of data were original data collected basically for the purpose of the study. In collecting primary data for the study, three devices were employed thus: personal interview, observation and questionnaire.

Secondary Sources

The secondary sources involve the use of existing but related literature, which was produced by earlier researchers for the purpose of the study. Secondary data for this study were obtained from journals, magazines, textbooks and internet.

Population of the Study

The population for the study comprises of four hundred and eighty (480) consumers on food and agricultural products, home electric and electronic appliances and hybrid products in Metropolis, Enugu State.

Sample Size Determination

The researcher made use of simple random sampling technique to sample the entire population because it was of manageable size. As a result, the researcher used the total number of three hundred (300) consumers on food and agricultural products, home electric and electronic appliances and hybrid products in Enugu metropolis, Enugu state

Instrument for Data Collection

The instrument for data collection was structure questionnaire, which consists of two sections. Section "A" which comprises of personal data of the respondents and section "B" which comprises of questions supplied to the respondents from which they choose so as to establish individuals' opinion. This is because structured questionnaire can be used to elicit information on non-cognitive constructs like creativity, anxiety, kindness etc. It is easy to administer and greater percentage of dealers can be reached at a time.

The questionnaires consist of 21 structured questions distributed evenly into three research question.

The questionnaire is a four point scale type namely:

Very High Extent	(VHE)	Strongly Agree	(SA)
High Extent	(HE)	Agree	(A)
Low Extent	(LE)	Disagree	(D)
Very Low Extent	(VLE)	Strongly Disagree	(SD)

Validation of Instrument

The drafted copies of the questionnaire including the purpose of the study and the research questions were validated by an expert panel of marketing scientists critic and my supervisor vetting to reaffirm the appropriateness of the instrument. Their corrections and suggestions were effected which formed the final draft for this study.

Reliability of the Instrument

The reliability of the instrument was established using test-retest method. The copies of the questionnaires were re-administered to 300 dealers in food and agricultural products, home electric and electronic appliances and hybrid products in Awka metropolis, Anambra state which is outside the study area. The instrument was administered to the respondents at two weeks intervals. To determine the reliability of the instrument, the co-relation coefficient between the data obtain was calculated using the Pearson product movement co-relation

coefficient and the value of 0.99 was obtained and considered high enough for the reliability of the survey research instrument.

Method of Data Collection

A total number of 300 copies of the questionnaire were administered personally by the researcher to the respondents. The researcher personally collected the questionnaire back from the respondents. This ensured 100% return of questionnaire items distributed.

Data Analysis Techniques

In analyzing the data collected, the researcher made of mean (x) scores. The instrument for data analysis is therefore

| Very High Extent | (VHE) | =4 points | Strongly Agree | (SA) |

| High Extent | (HE) | =3 points | Agree | (A) |

| Low Extent | (LE) | =2 points | Disagree | (D) |

| Very Low Extent | (VLE) | =1 point | Strongly Disagree | (SD) |

The mean response of the respondent was calculated using this formula:

$$\overline{X} = \frac{\sum FX}{N}$$

Where: $\overline{X}$ = Mean of sample

$\sum$ = Summation

F = Frequency of responses under each category

X = Nominal value of responses

N = Total number of respondent

Decision Rule:

To arrive at a decision on a four (4) point scale, the average of the summation is found thus:

$$\overline{X} = \frac{\sum FX}{N} \qquad = \frac{4+3+2+1}{4} \qquad = \frac{10}{4} \quad = 2.5$$

Therefore, the boundary limit is 2.50 which means that any responses with mean (x) of 2.50 above is regarded as accepted or agreed, while any response with a mean score below 2.50 will be regarded as not accepted or rejected.

DATA PRESENTATION AND INTERPRETATION OF RESULT

Table 1: Mean and Standard Deviation of the respondents on the nature of Relationship that exist between the recycled labeled products and green packaged products in Enugu Metropolis Enugu State

S/N	ITEMS	VHE	HE	LE	VLE	N	X	SD	DECISION
1	It opens up new *ways* of making choices for consumers	170	65	30	35	300	3.23	0.55	Agreed

2	It yield a positive effect on consumer's green product purchase intention	141	59	50	50	300	2.97	0.97	Agreed
3	Consumption of more healthy products by the consumers	119	121	30	30	300	3.09	0.52	Agreed
4	It increases consumers trust in a brand	184	100	16	0	300	3.56	0.89	Agreed
5	It boast consumers purchases intention	205	45	10	40	300	3.38	0.62	Agreed
6	Consumer purchase quality products	184	39	50	27	300	3.26	0.88	Agreed
7	Give consumers quality information to make informed *recycling* and purchasing decisions.	230	20	0	50	300	3.43	0.66	Agreed
	Grand Mean						**3.27**		

All the items had mean values above the cut-off point of 2.50 and were all accepted by the respondents as the nature of relationship that exist between the recycled labeled products and green packaged products in Enugu Metropolis Enugu State.

Table 2: Mean and Standard Deviation of the respondents on the nature of relationship that exist between eco-labeled products and green packaged products in Enugu Metropolis, Enugu State.

S/N	ITEMS	VHE	HE	LE	VLE	N	X	SD	DECISION
8	transferred credibility arising from the fact that customers benefit from the reflected glory of your environmental strengths	160	140	0	0	300	3.53	0.56	Agreed

S/N	ITEMS	VHE	HE	LE	VLE	N	X	SD	DECISION
9	Eco-labels are potentially attractive instruments informing consumers about the environmental impact of their purchasing decisions	183	117	0	0	300	3.61	0.61	Agreed
10	Awareness of eco-label has been found to yield a positive effect on consumer's green product purchase intention.	171	129	0	0	300	3.45	0.56	Agreed
11	Opportunities for educating consumers about products	175	125	0	0	300	3.58	0.65	Agreed
12	Creation of new value chains by establishing new networks of production for consumers	192	100	8	0	300	3.58	0.59	Agreed
13	increased consumers loyalty with eco-conscious end-consumers	145	95	35	25	300	3.19	0.81	Agreed
14	Increased sell-through with end-consumers preferring or demanding sustainability credentials on products	179	50	71	0	300	3.36	0.63	Agreed
	Grand mean						**3.47**		

All the items had mean values above the cut-off point of 2.50 and were all accepted by the respondents as the nature of relationship that exists between eco-labeled products and green packaged products in Enugu Metropolis, Enugu State.

Table 3: Mean and Standard Deviation of the respondents on the nature of relationship that exists between an environmental advertising concerns and green packaged products in Enugu, Metropolis Enugu State

S/N	ITEMS	VHE	HE	LE	VLE	N	X	SD	DECISION
15	Consumer's willingness to pay premium price	192	100	8	0	300	3.61	0.55	Agreed
16	Consumer's trust the product safety	200	100	0	0	300	3.66	0.62	Agreed
17	Consumer's believed less harm as well as through loyalty	180	20	100	0	300	3.26	0.76	Agreed

18	Consumers can pay extra for green products	175	125	0	0	300	3.58	0.63	Agreed
19	increasing messages allowed consumers to recognize the advantage of purchasing green power	150	150	0	0	300	3.50	0.55	Agreed
20	Serves as a platform or source to enhance their knowledge related to green products.	130	150	20	0	300	3.36	0.81	Agreed
21	Environmental advertising have indirect influence on consumers' attitude towards green purchase behavior	140	160	0	0	300	3.46	0.48	Agreed
	Grand mean						**3.49**		

All the items had mean values above the cut-off point of 2.50 and were all accepted by the respondents as the nature of relationship that exists between an environmental advertising concerns and green packaged products in Enugu Metropolis Enugu State.

Table 4: Z-test of significant relationship between recycled label products and green package products in Enugu Metropolis Enugu State.

Group	N	$\overline{X}$	SD	Df	Z-cal	Z-tab	Decision
Male	120	3.54	0.51				Do not reject
				288	0.8	1.96	
Female	180	3.46	0.48				$H0_1$

In the above table, the Z-calculated (0.8) is less than the t- table (1.96) at 0.05 level of significance thus the Null hypotheses is not rejected indicating that differences does not exist between recycled label products and green package products in Enugu Metropolis, Enugu State.

Table 5:Z-test of relationship between eco-labeled products and green packaged products in Enugu Metropolis, Enugu State

Group	N	$\overline{X}$	SD	Df	Z-cal	Z-tab	Decision
Male	120	3.12	0.62				Do not reject
				288	0.07	1.96	
Female	180	3.10	0.53				$H0_2$

The Z-calculated (0.07) is less than the z-table of (1.96) at 0.05 level of significance. Thus the Null hypothesis is not rejected. This means that there is no significant relationship between eco-labeled products and green packaged products in Enugu Metropolis, Enugu State.

Table 6: Z-test of significant relationship between environmental advertising concerns and green packaged products in Enugu Metropolis, Enugu State

Group	N	$\overline{X}$	SD	Df	Z-cal	Z-tab	Decision
Male	120	3.01	0.72				Do not reject
				288	0.06	1.96	
Female	180	3.13	0.88				$H0_3$

The Z-calculated (0.06) is less than the t-table of (1.96) at 0.05 level of significance. Thus the Null hypothesis is not rejected. This means that there is no significant relationship between environmental advertising concerns and green packaged products in Enugu Metropolis, Enugu State.

Results

It was revealed that the nature of relationship that exist between the recycled labeled products and green packaged products in Enugu Metropolis Enugu State includes; it opens up new ways of making choices for consumers, it yield a positive effect on consumer's green product purchase intention, consumption of more healthy products by the consumers, it increases consumers trust in a brand, it boast consumers purchases intention, consumer purchase quality products and give consumers quality information to make informed recycling and purchasing decisions.

It was also revealed that the nature of relationship that exists between eco-labeled products and green packaged products in Enugu Metropolis Enugu State includes; transferred credibility arising from the fact that customers benefit from the reflected glory of your environmental strengths, eco-label are potentially attractive instruments informing consumers about the environmental impact of their purchasing decisions, awareness of eco-label has been found to yield a positive effect on consumer's green product intention, opportunities for educating consumers about products, creation of new value chains by establishing new networks of production for consumers, increased consumers loyalty with eco-conscious end-consumers and increased sell-through with end-consumers preferring or demanding sustainability credentials on products.

Finally, it was revealed that the nature of relationship that exists between an environmental advertising concerns and green packaged products in Enugu Metropolis Enugu State includes; consumer's willingness to pay to pay premium price, consumer's trust the product safety, consumer's believed less harm as well as through loyalty, consumers can pay extra for green products, increasing messages allowed consumers to recognize the advantage of purchasing green power, serves as a platform or source to enhance their knowledge related to green products and environmental advertising have indirect influence on consumers' attitude towards green purchase behavior.

Hypothesis 1 indicates that there is no significant relationship between recycled label products and green package products in Enugu Metropolis Enugu State.

Hypothesis 2 indicates that there is no significant relationship between eco-labeled products and green packaged products in Enugu Metropolis Enugu State.

Hypothesis 3 indicates that there is no significant relationship between environmental advertising concerns and green packaged products in Enugu Metropolis Enugu State

Conclusion

The rapid development of Enugu's economy and the advancement in it's technology can no longer be separated from the negative effects of the environment. This has in turn contributed to major environmental

deterioration and catastrophe that it is facing nowadays. Recently, environmental problems have resurfaced as a top issue to the media and green marketing research field. Research shows that 30-40 percent of this deterioration has contributed to the unhealthy consumers' consumption pattern. Climate change, ozone layer depletion, air and water pollution, deforestation, hazardous waste as well as acid rain are some of the examples of human carelessness. Hence, a change towards more environmental friendly consumption patterns is vital. According to the survey analysis result and decision rule, consumer attitude towards eco-friendly/green packaging in Enugu metropolis is strongly positive. Hence, the researcher finally concludes that consumer's in Enugu metropolis are concerned about their environment very intensively. Based on the results of the survey analysis, the most effective factor to consumer's attitude towards eco-friendly/green packaging is product characteristics. Hence, the researcher finally concludes that improving product characteristics is more appropriate to increase consumer's attitude towards green packaging. Consumer's attitude towards eco-friendly/green packaging is not varying by consumer's gender, age, and education level except income level in Enugu metropolis Enugu state.

Recommendation

The study recommends that environmental concerned bodies in Enugu state should wake to their responsibilities through a enacting environmental laws aimed at protecting the wellbeing of the consumers. Also marketing firms/companies should avoid producing products that are detrimental to health of consumer, government should also make available avenues for workshops and symposiums designed to enlighten consumers on environmentally friendly products and the need to avoid the purchase of non-green products even though their prices are cheap.

The researcher specifically, highly recommended as follows;

- That green package concept should be promoted through advertisement, leaflets and posters in Enugu metropolis.
- That manufacturers should transform their traditional packaged strategy into green packaged that will lead to get more profits and that these manufacturers who wish to transform their traditional packaging strategy into green packaging strategy provided with tax reliefs and loan facilities.

- That consumers should advised in the way of proper recycling method, importance of recycling, harmfulness of environmental unfriendly packages and diseases that can be raised through polluted environment.

- That programs should be organized within Enugu metropolis to improve their attitudes towards green packaging continuously.

- Finally, that future research should focus on a specific product. It is possible by concentrating specifically on home electric and electronic appliances, hybrid cars on the industry such as food or agriculture.

Disclaimer (Artificial intelligence)

Option 1:

Author(s) hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc.) and text-to-image generators have been used during the writing or editing of this manuscript.

Option 2:

Author(s) hereby declare that generative AI technologies such as Large Language Models, etc. have been used during the writing or editing of manuscripts. This explanation will include the name, version, model, and source of the generative AI technology and as well as all input prompts provided to the generative AI technology

Details of the AI usage are given below:

1.

2.

3.

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