



## Assessing Consumer Awareness and Engagement in Sustainable Marketing Campaigns: Evidence from Nigeria

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### **ABSTRACT**

This study examines the effectiveness of sustainable marketing campaigns in promoting consumer awareness and engagement concerning sustainability issues in Nigeria, focusing specifically on Lagos State. The objective of this study was to determine the level of consumer awareness and engagement and ascertain the level of influence that a sustainable marketing campaign has on consumer awareness/willingness to purchase sustainable products on the basis of gender and income. The research design employed was a descriptive survey that utilized an online survey method designed by the researcher, and the data were collected from 448 respondents representing diverse socioeconomic backgrounds in the area as a sample of the finite population with the aid of Taro Yamane. Data were analyzed using percentage analysis, independent t-tests, and one-way ANOVA. These findings indicate that consumers in Nigeria exhibit a notable level of engagement and willingness to purchase products promoted through sustainable marketing campaigns. Furthermore, the study revealed that factors such as gender and monthly income do not significantly impact consumer engagement or the willingness to buy sustainable products. Based on these results, it is recommended that continuous and robust campaigns be conducted to enhance awareness and further improve consumer willingness to purchase sustainable products, considering the wide range of consumers across various demographic backgrounds in Nigeria and the unequivocal returns on investment resulting from the effective implementation of sustainable marketing campaigns in Lagos State.

**Keywords:** *Consumer Awareness, Consumer Engagement, Marketing Campaign, Sustainable Development, Sustainable Marketing*





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## **1. BACKGROUND OF THE STUDY**

### **1.1. Introduction**

As the world continues to face increasing environmental and social challenges, businesses are increasingly adopting sustainable practices in their operations and marketing campaigns (Al Breiki & Nobanee, 2019). Sustainable marketing campaigns are advertising efforts that promote a product, service, or brand while considering the environmental, social, and economic impact of the campaign (Kronthal-Sacco et al., 2019). It focuses on creating a positive impact on the planet and society by reducing waste, conserving resources, and promoting ethical practices (Saura et al., 2020). The merits of sustainable marketing campaigns include companies prioritizing the use of eco-friendly materials, such as recycled paper or biodegradable plastics, and minimizing waste by adopting sustainable packaging practices (Peterson et al., 2021). They also promote energy-efficient and eco-friendly practices throughout their supply chains and operations (Trail & McCullough, 2020). In addition, a sustainable marketing campaign highlights the social responsibility of a brand by promoting fair trade, ethical sourcing, and supporting local communities (Dumitriu et al., 2019). It also encourages consumer behavior that is in line with sustainable practices, such as reducing the carbon footprint, recycling, and using renewable energy sources (Okeke, 2020). However, it is unclear how effectively these campaigns engage and influence consumers in developing countries such as Nigeria (Obayelu, 2019); Nigeria is one of the most populous countries in Africa with a vibrant consumer market (Savas-Hall et al., 2022). The Nigeria consumer market is diverse and includes individuals from different socioeconomic and cultural backgrounds (Raheem et al., 2021). Marketing campaigns such as sustainable campaign plays a significant role in influencing the purchasing decisions of Nigerian consumers (Ogiemwonyi, Harun, Othman, et al., 2020). Thus, the Nigerian consumer market presents unique challenges for sustainable marketing campaigns, including low levels of literacy and limited access to information, especially in rural areas (Abanyam & Abanyam, 2021). Additionally, the relatively high poverty rate in Nigeria suggest that many consumers prioritize affordability over sustainability when



making purchasing decisions (Ogiemwonyi, 2022). However, studies such as Okpiaifo et al., (2020) and Arasli et al. (2021) have shown that sustainable marketing campaigns seems to be gradually gaining ground in the Nigerian consumer market. Hence, this paper seeks to investigate the perceived effectiveness of sustainable marketing campaigns in Nigeria, specifically exploring consumer awareness and engagement in Lagos State.

## **1.2. Area of Study**

The study area is Lagos State, Nigeria. The State serves as the commercial and economic center in Nigeria. It is situated between latitudes 6° 22' N and 6° 2' N and longitudes 3° 42' E and 3° 2' E. It is included in its political and territorial purview, covering 3,577 square kilometers (0.4% of Nigeria's total territorial land mass of 923,773 square kilometers). The two different rainfall patterns of the state, which come together to form a wetland zone, have an impact on the main vegetation types: freshwater swamp forests and swamp forests with mangroves. The state's drainage system, which comprises a web of lagoons and rivers, accounts for approximately 22% of the state's land area or 787 square kilometers [75,755 ha]. Nigeria's economy is incredibly important, and Lagos is still at the center of the nation's commercial activities. The country's gross domestic product contributed more than 50% of Nigeria's non-oil GDP and 26.7% of the total GDP.

The Lagos Bureau of Statistics projects that Lagos's GDP would reach N628 trillion (\$157.728 billion) by 2018, with an average annual growth rate of 4.2%, up from N27.125 trillion (\$145.141 billion) in 2016. The majority of Nigeria's more than 700 km of Atlantic sandy beaches are located in this state, which has 180 km of coconut-fringed littoral that includes many beaches that rise to approximately 20 between Badagry in the west and Lekki.



## 2. LITERATURE REVIEW

Nigeria is a developing country with a growing middle class that is becoming increasingly conscious of the impact of consumption on the environment (Nwankwo & Kanyangale, 2020). Research has shown that Nigerian consumers are generally aware of sustainability issues, but their understanding of the concept is limited (Ashinze et al., 2021). The study of Gbadamosi (2019) demonstrated that consumers in Nigeria tend to associate sustainability with waste reduction, energy conservation, and environmental protection; however, they do not fully grasp the concept of sustainable development. However, Ukenna et al. (2019) indicates that Nigerian consumers are skeptical of sustainable marketing campaigns. Thus, consumers believe that such campaigns are often misleading and aimed at making companies look good, rather than having a real impact on the environment. They also believe that sustainable products are often more expensive than non-sustainable ones, making them inaccessible to the majority of the population (Weissmann & Hock, 2022).

### 2.1. Sustainable Marketing Campaigns

Sustainable marketing campaigns have been on the rise in recent years as businesses aim to meet the growing demand for environmentally and socially responsible products and services (Quaye & Mensah, 2019). However, despite the increased focus on sustainability, consumer awareness of sustainable marketing campaigns remains



mixed. On the one hand, some studies have shown that consumers are becoming more environmentally and socially conscious and are therefore more likely to support sustainable marketing campaigns (Sheth & Parvatiyar, 2021; Peterson et al., 2021). For example, a survey conducted by Nielsen (2020) found that 81% of global respondents strongly felt that companies should help improve the environment. In addition, a study by Cone Communications found that 87% of consumers will purchase a product because a company advocates for an issue they care about (Lee et al., 2019). However, other studies suggest that consumer awareness of sustainable marketing campaigns may be limited. For example, a study published in the *Journal of Marketing* found that, while consumers generally have positive attitudes toward sustainable products and marketing campaigns, they often lack the knowledge and understanding necessary to evaluate the sustainability claims made by companies (Niwarthana et al., 2020). This is partly due to the complex nature of sustainability and the lack of standardization in sustainability marketing practices. Furthermore, some experts argue that sustainable marketing campaigns can be perceived as insincere or as a form of ‘greenwashing’ if not implemented properly (Peattie & Crane, 2005; Rathore, 2022). This occurs when companies make unsubstantiated or exaggerated claims about the environmental benefits of their products or services, leading to skepticism among consumers and thus influencing consumer awareness (Ginsberg & Bloom, 2004).

## **2.2. Consumer Awareness and Sustainable Marketing**

Several factors can influence consumer awareness, especially in relation to sustainable marketing. One factor that can affect consumer awareness is the transparency and credibility of a company's sustainability claims. Research has shown that consumers are increasingly skeptical of companies that make vague or general sustainability claims, without providing specific evidence to support them. A study by the University of California, Berkeley found that consumers are more likely to purchase products with clear and transparent sustainability labels, such as those certified by third-party organizations (O'Rourke & Ringer, 2016). Another factor that



can influence consumer awareness is the level of education and the awareness of sustainability issues (Erdogan & Tuncer, 2009; Zsóka et al., 2013). While many consumers may have positive attitudes toward sustainability, they may not be aware of the specific environmental and social impacts of their purchasing decisions (Žalėnienė & Pereira, 2021). This highlights the need for businesses to invest in educating consumers about the sustainability implications of their products and services and to make sustainability information more accessible and understandable. In addition, it is worth noting that sustainable marketing campaigns can be particularly effective among certain demographic groups. For example, studies have shown that younger consumers and those with higher levels of education tend to be more receptive to sustainable marketing messages (Hopkins & McKeown, 2002). As such, companies targeting these groups may benefit from incorporating sustainability into their marketing strategies (Kanchanapibul et al., 2014). Although consumer awareness of sustainable marketing campaigns is complex and multifaceted, businesses can take steps to improve the effectiveness of sustainability initiatives that focuses on transparency, education, and targeted messaging in order to build consumer trust, loyalty, and engagement; possibly by creating a sense of immediacy where consumers have to make a decision quickly with the support of sales promotional incentives, advertising and through any other promotional elements in order to keep sustainability marketing campaigns alive (Iheanacho, Ilodigwe, Ugwuonah, Ogechi, 2020).

### **2.3. Consumers Engagement and Sustainable Marketing Campaigns**

Consumer engagement in sustainable marketing campaigns is a critical factor in driving sustainable business practices and promoting environmental and social responsibility. However, the extent of consumer engagement in these campaigns is also mixed. On the one hand, some studies suggest that consumers are becoming increasingly engaged with sustainable marketing campaigns. For example, a study published in the Journal of Business Research found that consumers who are more environmentally conscious are more likely to seek out and engage with sustainable



products and marketing campaigns (Cho et al., 2013). Similarly, a report by Edelman found that 64% of global consumers buy or boycott a brand based on social or political issues (Bhagwat et al., 2020). However, other studies suggest that consumer engagement in sustainable marketing campaigns may be limited. For example, a study published in the Journal of Advertising found that while consumers may have positive attitudes toward sustainability, they may not necessarily engage in sustainable behaviors as a result of sustainable marketing campaigns (Chang, 2011). This is partly because sustainable behaviors may require significant changes in consumer habits or lifestyles, which can be difficult to achieve (Boztepe 2012). To further elaborate on the issue of consumer engagement with sustainable marketing campaigns, it is important to consider the various factors that can influence consumer behavior and decision-making. One factor that can affect engagement is the perceived value of sustainable products or services. Research has shown that consumers are more likely to engage in sustainable products or services that provide clear environmental or social benefits, such as reducing carbon emissions or supporting fair labor practices (Ottman, 2011; Helsen, 2018). Additionally, consumers are more likely to engage in sustainable products or services that align with their personal values and beliefs (Collins et al. 2007). Another factor that can affect consumer engagement is the convenience and accessibility of sustainable products or services. Studies have shown that consumers are more likely to engage with sustainable options when they are readily available and require minimal effort to use or purchase (Young et al., 2010; Gleim et al., 2013). Hence, different promotional tools and strategies are employed by marketers to identify the first choice of consumers among the available alternatives and to enhance the organization's marketing efforts in line with company's goals in order to achieve sustainability concern in various organizations for consumer satisfaction (Iheanacho, Ilodigwe, Moguluwa (2020). For example, making sustainable products available in local stores or online marketplaces can make them more accessible and convenient to consumers especially by offering some promotional incentives to entice and sustain the business relationships. Furthermore, it is worth noting that sustainable marketing campaigns can be particularly effective





when they incorporate social influence and peer pressure. For example, a study published in the Journal of Environmental Psychology found that individuals were more likely to engage in sustainable behaviors when they observed others engaging in similar behaviors (Steg et al., 2014). Thus, businesses may benefit from incorporating social influence into their sustainable marketing campaigns by highlighting the actions of other individuals or communities (Brick et al., 2017). On the other hand, some consumers are aware of the prevailing sustainability issues but still attached little or no importance to the locally made goods in Nigeria because they believe that foreign made goods have more value and superiority than the locally made goods in terms of efficiency and effectiveness without considering the sustainability benefits of some of the locally made products in Nigeria (Ilodigwe, Iheanacho, Moguluwa, 2023).

## **2.4. Empirical Studies**

Sustainable Marketing campaigns play a significant role in influencing the purchasing decisions of Nigerian consumers (Ogiemwonyi et al., 2020). For instance, the study of Obayelu (2019) study delves into the analysis of the prevalence of Green Marketing within developing nations, utilizing Nigeria and Kenya as case studies. The study explores the factors that impact GM, highlights the environmental and corporate advantages linked with Green Marketing, and identifies associated challenges. The findings reveal that among respondents, in Nigeria, the primary driver for green purchase behavior was concern for health and the environment, while in Kenya, it was centered around social awareness and value. This seems consistent with Okpiaifo et al. (2020) study on Nigerian consumers' views on sustainable rice production. Consumers were analyzed using the Best-Worst Scaling method to prioritize these attributes based on their favorability. The findings revealed a clear inclination among consumers for sustainability aspects related to food and health safety. Notably, these preferences remained consistent regardless of household demographics or consumption habits. However, the study of Abanyam and Abanyam (2021) indicated that Nigeria consumer market presents unique challenges for





sustainable marketing campaigns, including low levels of literacy and limited access to information, especially in rural areas. Additionally, the relatively high poverty rate in Nigeria, has been shown in the study of Ogiemwonyi, (2022) that many consumers prioritize affordability over sustainability when making purchasing decisions. Notwithstanding, studies such as Okpiaifo et al.(2020) and Arasli et al. (2021) have shown that sustainable marketing campaigns are gradually gaining ground in the Nigerian consumer market. Hence, this study seeks to investigate the perceived effectiveness of sustainable marketing campaigns in Nigeria, specifically exploring consumer awareness and engagement in Lagos.

## **2.5. Statement of the Problem**

One of the major challenges of sustainable marketing campaigns in Nigeria is lack of awareness and understanding of sustainability issues (Obayelu, 2019). Many consumers are unaware of the impact of their consumption patterns on the environment and are, therefore, less likely to be interested in sustainable products and services (Folasayo, 2019). Another challenge is lack of access to sustainable products and services. Sustainable products are often more expensive than non-sustainable ones, making them inaccessible to many consumers, especially those with lower incomes (Ogiemwonyi et al., 2020). This limits the potential market for sustainable products, and makes it difficult for companies to promote sustainable consumption. Also, there is lack of adequate regulation and enforcement of sustainability standards in Nigeria (Oyedepo, 2014). This makes it difficult for companies to ensure that their products and services are truly sustainable and undermines the credibility of sustainable marketing campaigns (Mukonza et al., 2021). The promotion of sustainable business practices through sustainable marketing campaigns has become increasingly important. However, the effectiveness of these campaigns in promoting consumer awareness and engagement with sustainability issues in Nigeria remains unclear. Therefore, there is a need to investigate the perceived effectiveness of sustainable marketing campaigns in Nigeria, specifically in terms of consumer awareness and engagement. This study aims to fill this gap in the literature by

examining the extent to which Nigerian consumers are aware of sustainable marketing campaigns and willing to engage in sustainable products and services. By doing so, this study contributes to the development of effective sustainable marketing strategies in Nigeria and promotes environmental and social responsibility among consumers.

## **2.6. Objectives of the Study**

The main objective of this study is to investigate consumer engagement and awareness of sustainable marketing campaigns in Lagos, Nigeria. The following are the specific objectives:

- a. To examine the level of consumers' awareness of sustainable marketing campaigns in Lagos State
- b. To determine the level of consumers' engagement / willingness to buy products that utilize sustainable marketing campaigns in Lagos State
- c. To examine whether there is any significant difference in consumers' engagement / willingness to buy products that utilize a sustainable marketing campaign in Lagos State based on gender.
- d. To investigate whether there is any significant difference of consumers' engagement / willingness to buy products that utilizes sustainable marketing campaign in Lagos State on the basis of income.

## **2.7. Research Questions**

- a. What is the level of consumer awareness of a sustainable marketing campaign in Lagos State?
- b. What is the level of consumer engagement / willingness to buy products that utilize sustainable marketing campaigns in Lagos State, Nigeria?

## **2.8. Research Hypothesis**

- Ho1: There is no significant gender difference in consumers' engagement / willingness to buy products that utilize a sustainable marketing campaign in Lagos State, Nigeria.

- Ho2: There is no significant difference in consumers' engagement/willingness to buy products that utilize a sustainable marketing campaign in Lagos State, Nigeria based on Monthly Income.

### **3. RESEARCH METHODOLOGY**

The research design for this study used a descriptive survey design. A survey was administered to a representative sample of Nigerian consumers in Lagos State to assess their awareness of and engagement with sustainable marketing campaigns. A descriptive survey was used to identify and infer the perceptions or views of the entire population from a sampled targeted population. The population of the study consist of all consumers with purchasing power (18 years and above) in Lagos State, Nigeria. The target population consists of consumers in Lagos state that have smart phones in Main Land. There are an estimated 567892 consumers with purchasing power according to the state the State GDP index report in 2022 (National Bureau of Statistics, 2022). Convenience sampling technique was used to select 448 respondents for the study. Convenience sampling is a non-probability sampling method where researchers select participants based on their easy accessibility and availability (Stratton, 2021). This technique involves gathering data from individuals who are conveniently accessible to the researcher, often due to proximity, availability, or ease of contact.

The selection process for this convenience sample was facilitated through an online survey distributed via various groups within the targeted area. The survey link was posted in different online platforms and groups that catered to individuals residing in Lagos Mainland and had access to smartphones. This method allowed for easy accessibility and quick outreach to potential participants who fit the criteria. The decision to use convenience sampling was influenced by the practicality of reaching the desired population quickly and efficiently. Ultimately, 448 individuals responded to the online survey over a period of 2 months. The sample size of 448 was determined based on recommendations from research advisor, which suggested an appropriate sample size for the given population (see, Appendix B).



The researcher designed an online survey that was used in this study. The online survey consisted of three sections: A, B, and C. Section A was used to elicit respondents' demographic information, such as gender and monthly income. Section B was used to elicit responses on consumers' awareness of sustainable marketing campaigns on a 4-point Likert scale: SA: Strongly Agree= 4, A: Agree=3, D: Disagree=2, and SD: Strongly Disagree=1. Section C was used to elicit responses on consumers' engagement/willingness to buy products that utilize a sustainable marketing campaign on which 4-point Likert scale; SA: Strongly Agree =4. A: Agree=3, D: Disagree= 2, and SD: Strongly Disagree= 1 were used as the scale of measurement. The research instrument was tested for face and content validity by issuing a research instrument for expert examination. Two sustainable marketing campaign researchers examined the instrument, and their insights were integrated into the instrument for final analysis. After validating the instrument, it was subjected to reliability testing. The instrument was issued to a pilot group of 20 respondents who shared similar characteristics with the targeted population of the study. The split-half reliability method was conducted using Cronbach's alpha to determine coefficient. A reliability co-efficient of 0.71 was obtained, making the instrument reliable for use. Data were collected using a structured questionnaire administered via an online platform (Google Form). The questionnaire included questions on consumer engagement and awareness of sustainable marketing campaigns as well as demographic information. Ethical considerations such as informed consent, anonymity, and confidentiality were ensured during data collection. The collected data were analyzed using statistical software such as SPSS. Descriptive and Inferential statistics were used for the data analysis. frequencies and percentages were used to answer research question 1 and 2. Hypothesis 1 and 2 were tested using t-tests and one-ANOVA respectively at 0.05 level of significance.



#### 4. RESULT AND ANALYSIS

*Table 1: Distribution of the Sampled Respondents*

Demography	Frequency	Percentage (%)
<b>Gender</b>		
Mal	305	68.1
Female	143	31.9
<b>Total</b>	<b>448</b>	<b>100.0</b>
<b>Monthly Income (Naira)</b>		
10,000-80,000	107	23.9
80,001- 160, 000	128	28.6
160,001 – 240,000	138	30.8
Above 240,000	75	16.7
<b>Total</b>	<b>448</b>	<b>100.0</b>

The results in Table 1 show that 448 respondents participated in the study, of whom 305(68.1%) were male and 143(31.9%) were female. The table also shows the Monthly Income distributions of the respondents, of which 107(23.9%) earn 10,000-80,000, 128(28.6%) earn 80,001- 160, 000, 138(30.8%) earned 160,001 – 240,000, and 75(16.7) earned more than 240, 000 on a monthly basis.

##### 4.1. Answering Research Questions

Research Question 1: What is the level of consumer awareness of sustainable marketing campaigns in Lagos State, Nigeria?

To answer the research question, the minimum, maximum, and range scores obtained from respondents on consumers' awareness of sustainable marketing were 9, 28, and 19, respectively. The range was divided into three levels of consumer awareness (high, average, and low); the cut-off range scores were 9-15, 16-21 and 22-28 categorized as low, average, and high, respectively. The results are presented in Table 2.



*Table 2: Level of Consumers' Awareness on Sustainable Marketing Campaign In Lagos State, Nigeria*

Levels	Cutoff Range	Frequency	Percentage (%)
Low	7-15	11	2.5
Average	16-21	268	59.8
High	22-28	169	37.7
<b>Total</b>		<b>448</b>	<b>100.0</b>

The results in Table 2 reveal the level of consumer awareness of sustainable marketing campaigns in Lagos State, Nigeria. As shown in the table, 11(2.5%) of the respondents fell at the low level, 268(59.8%) of the respondents fell on average, and 169(37.7%) of the respondents fell at the high level. This indicates the level of consumers' awareness of sustainable marketing campaigns in Lagos State, Nigeria. was average.

Research Question 2: What is the level of consumer engagement/willingness to buy products that utilize sustainable marketing campaigns in Lagos State?

To answer the research question, the minimum, maximum, and range scores obtained from the respondents on consumer engagement/willingness to buy products that utilize sustainable marketing campaigns were 14, 36, and 22, respectively. The range was divided into three levels of consumer engagement (high, average, and low), and the cutoff range scores were 14-21, 22-28 and 29-36 categorized as low, average, and high, respectively. The result was presented in table 2:

*Table 3: Level of Consumers' Engagement /Willingness to Buy Products that Utilizes Sustainable Marketing Campaign in Lagos Nigeria*

Levels	Cutoff Range	Frequency	Percentage (%)
Low	14-21	27	6.0
Average	22-28	133	29.7
High	29-36	288	64.3
<b>Total</b>		<b>448</b>	<b>100.0</b>

The results in Table 3 reveal the level of consumers' engagement/willingness to buy products that utilize sustainable marketing campaigns, with 27(6.0%) of the respondents falling at the low level, 133(29.7%) of the respondents falling on average, and 288(64.3%) of the respondents falling at the high level. This means that the level of consumer engagement/willingness to buy products that utilize sustainable marketing campaigns was relatively high.

#### 4.2. Hypotheses Testing

H<sub>01</sub>: there is no significant difference of consumers' engagement /willingness to buy products that utilizes sustainable marketing campaign in Lagos State, Nigeria on the basis of Gender.

To test this hypothesis, the data obtained on consumers' engagement/willingness to buy products that utilize sustainable marketing campaigns in Lagos State, Nigeria, were filtered on a gender basis and then analyzed using an independent sample t-test. The results of the t-tests are presented in Table 4.

Table 4: Independent t-test on differences in consumers' engagement/willingness to buy products that utilize sustainable marketing campaigns in Lagos State, Nigeria based on gender.

Gender	No	Mean	Std.	df	t-cal.	p-value	Remark
Male	305	28.51	4.29	446	-1.670	0.09	<b>Not Significant</b>
Female	143	29.20	3.44				

\*Sig. > 0.05: Decision; Not Rejected

The results in Table 4 show a calculated t-value of -1.670 and p-value of 0.09, in which the p-value is greater than 0.05 ( $0.09 > 0.05$ ). Because 0.09, which is greater than 0.05 level of significance, the null hypothesis was not rejected. This means that there was no significant gender-based difference in consumers'



engagement/willingness to buy products that utilize a sustainable marketing campaign in Lagos State, Nigeria.

Ho2: there is no significant difference of consumers' engagement /willingness to buy products that utilizes sustainable marketing campaign in Lagos State, Nigeria on the basis of Monthly Income.

To test this hypothesis, the data obtained from consumers' engagement/willingness to buy products that utilize a sustainable marketing campaign in Lagos State, Nigeria, was filtered considering the Monthly Income of the respondent, and then analyzed using one-way ANOVA. The results of the t-tests are presented in Table 5.

*Table 5: ANOVA on differences in consumers' engagement/willingness to buy products that utilize a sustainable marketing campaign in Lagos State, Nigeria, based on Monthly Income.*

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	29.196	3	9.732	0.591	0.621
Within Groups	7311.123	444	16.466		
<b>Total</b>	<b>7340.319</b>	<b>447</b>			

\*Sig. > 0.05: Decision; Not Rejected

Result in table s shows calculated F-values of 0.591 and Sig. value of 0.621, in which Sig. (0.621 is greater than 0.05 alpha level ( $0.621 > 0.05$ )). Since the Sig. value (0.621) was greater than 0.05, the null hypothesis was not rejected. This means that there was no significant difference in consumers' engagement/willingness to buy products that utilized a sustainable marketing campaign in Lagos State, Nigeria, based on Monthly Income.

## 5. DISCUSSION

The first finding of the study shows the level of consumer awareness of sustainable marketing campaigns in Lagos State, Nigeria was average. This finding highlights the need to enhance consumer awareness and engagement regarding sustainability in



Nigeria. This supports Okpiaifo et al. (2020) titled " Consumers' preferences for sustainable rice practices in Nigeria" which revealed that consumers in Nigeria consistently prioritize sustainability indicators related to food safety and health, regardless of their demographic and consumption characteristics. Okpiaifo et al. (2020) surveyed Nigerian consumers and found that a relatively average percentage was aware of the benefits of sustainable food products, such as rice.

This study aligns with the findings of an average level of consumer awareness in sustainable marketing campaigns, underscoring the importance of increasing efforts to educate and involve consumers in sustainability initiatives. However, the finding contrasts the study of Ogiemwonyi, Harun, Othman, et al. (2020) on " Analyzing issues and challenges on environmentally supportive behaviour among Malaysian and Nigerian consumers." This study concludes that, In Nigeria and Malesia, the current approach towards implementing sustainable behavior still lacks effectiveness, appropriateness, and awareness. Although the focus was on consumer behavior, it suggests that consumers in Nigeria may have less awareness and engagement in sustainable practices below the average level observed in the initial research. To address this disparity, further research is needed to explore the variations in consumer awareness across different sustainability domains in Nigeria and to adapt marketing strategies accordingly.

The second finding revealed that the level of consumers' engagement/willingness to buy products that utilize sustainable marketing campaigns was relatively high. This finding indicates that consumers in Nigeria have shown a positive response to sustainability initiatives. This aligns with Suki (2013) titled "Green Awareness Effects on Consumers' Purchasing Decision: Some Insights from Malaysia". Their research explored how consumers perceive and their willingness to purchase sustainable products in Malaysia and confirmed that consumers' purchasing decisions regarding green products are significantly influenced by their awareness of price and brand image. However, there is a discrepancy with the findings of Kong et al. (2014) in their study on " The influence of consumers perception of green products on green



purchase intention " Their research found that sustainability factors did not significantly influence consumer purchase behavior.

The third finding of the study revealed that there was no significant gender-based difference in consumers' engagement/willingness to buy products that utilized a sustainable marketing campaign in Lagos State, Nigeria. This finding reveals that there is no notable disparity between male and female consumers in Lagos when it comes to their interest and support for sustainability initiatives. This conclusion aligns with research conducted by Gleim et al. (2013), who found that gender did not significantly influence consumers' awareness or willingness to pay for organic food products. This suggests that gender does not play a significant role in consumer engagement in sustainable marketing campaigns. However, this contrasts with the findings of a study conducted by Jansson et al. (2010), who proposed that gender had a notable impact on consumers' purchasing behavior in relation to sustainability. The reasons for this disparity could be variations in the specific products or services studied, differences in marketing strategies targeting different age groups, and cultural factors, such as values, beliefs, norms, and habits that influence consumer behaviour.

The fourth finding of the study showed that there was no significant difference in consumers' engagement or willingness to buy products that utilize sustainable marketing campaigns in Lagos State, Nigeria, based on Monthly Income. This finding indicates that consumers, regardless of their income level, exhibit similar levels of interest and support for sustainability initiatives. This is consistent with a study by Wee et al. (2014) titled "Consumers' Perception, Purchase Intention, and Actual Purchase Behavior of Organic Food Products, which found that monthly income did not have a significant influence on consumers' perception and willingness to purchase sustainable products. This study supports the notion that monthly income does not play a substantial role in consumer engagement in sustainable marketing campaigns.

However, this contradicts a study conducted by Zhang et al. (2018) titled, Consumers' perceptions, purchase intention, and willingness to pay a premium price for safe



vegetables,” which suggested that monthly income had a significant impact on consumers' purchase behavior in relation to sustainability. The observed disparity in the findings could be attributed to factors such as variations in geographical locations and the targeted consumers employed in the study.

## **6. CONCLUSION**

Based on an investigation of the perceived effectiveness of Nigerian consumer awareness and engagement in sustainable marketing campaigns, several conclusions can be drawn. First, consumers in Nigeria show a relatively high level of engagement and willingness to purchase products that utilize sustainable marketing campaigns. This finding suggests a positive response to sustainability initiatives. Second, factors such as gender and monthly income do not significantly influence consumer engagement or the willingness to buy sustainable products. This indicates that sustainable marketing campaigns can appeal to a wide range of consumers from different demographic backgrounds in Nigeria. However, there may be disparities when considering other geographical areas, highlighting the need for further research to better understand the complexities of consumer behavior and willingness to purchase sustainable products. Overall, these conclusions emphasize the importance of continued efforts to raise consumer awareness and effectively engage them in sustainable practices in Nigeria.

## **7. RECOMMEDATION / MANAGERIAL IMPLICATION**

Based on the findings of this study, the following recommendation were put forward:

- i. To improve the level of consumers' awareness of sustainability marketing campaigns, business managers could focus on increasing educational campaigns, using various media platforms, partnerships with local organizations, and creating engaging content to raise awareness about sustainability initiatives linked to their products or services. these strategies could also include workshops, events, or social media campaigns aimed at informing and engaging consumers.



- ii. Business owners could capitalize on the high willingness of consumers to buy sustainable products by emphasizing sustainability features in their marketing messages. highlighting how the product aligns with environmental or social causes and its positive impact could further enhance consumer engagement. it is an opportunity to innovate product lines or marketing strategies to underscore the sustainable aspects that consumers value.
- iii. Since no significant gender-based differences in consumer engagement was found in this study, this implies that the appeal of sustainable marketing campaigns is consistent across genders. business marketing executives could develop universal marketing strategies that emphasize sustainability without specifically targeting a particular gender. they should ensure that messaging is inclusive and appeals to a wide audience without reinforcing gender stereotypes.
- iv. Since no significant income-based differences in consumer engagement was found this suggests that the appeal of sustainability in marketing campaigns is not limited by income brackets. companies could position their sustainable products as accessible and beneficial to consumers across various income levels. marketing efforts should focus on the value and positive impact of the product on the environment or society rather than its cost. this could involve emphasizing long-term savings or societal contributions through the purchase.

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