

# Green Advertising Claim Specificity and Customers' Feedback for Coca Cola Products in Lagos State, Nigeria

## *Reclamaciones Específicas de Publicidad Verde y Retroalimentación de los Clientes para los Productos de Coca Cola en el Estado de Lagos, Nigeria*

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### RESUMEN

El surgimiento del emprendimiento en la economía global ha llevado a los consumidores a preocuparse por el estado del medio ambiente mundial, y como resultado, prefieren productos/servicios que sean beneficiosos para el medio ambiente. Al mismo tiempo, las empresas emprendedoras han comenzado a desarrollar tácticas de marketing para atender a esta creciente conciencia medioambiental. En Nigeria, esta conciencia está comenzando. Por lo tanto, este estudio examinó el impacto de la Publicidad Verde (con énfasis en la Especificidad de las Reclamaciones Publicitarias) en el comportamiento de compra de los clientes, centrándose en la retroalimentación de los clientes, en los productos de Coca Cola entre los residentes de los gobiernos locales de Alimosho, Ajeromi-Ifelodun y Mushin en el estado de Lagos, Nigeria. El estudio utilizó un enfoque de investigación de encuesta descriptiva para recopilar datos de una muestra de 367 encuestados. Los resultados revelaron que la publicidad verde tiene un efecto estadísticamente significativo en el comportamiento de compra del consumidor y también tiene un efecto significativo en la retroalimentación del cliente ( $r = .226$ ;  $t = 4.439$ ;  $p < 0.05$ ). El estudio concluyó que la publicidad verde tiene un efecto significativo en el comportamiento de compra de los clientes de los productos de Coca Cola en

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el estado de Lagos, Nigeria. Por lo tanto, el estudio recomendó que las empresas de bienes de consumo de movimiento rápido, como la empresa Coca Cola, deben poner en marcha mecanismos adecuados para asegurarse de que la retroalimentación de los clientes se utilice para mejorar sus esfuerzos verdes y el desempeño de la empresa.

**Palabras clave:** Emprendimiento, Medio ambiente, Publicidad verde, Productos verdes, Amigables con el medio ambiente, Ecológicos.

#### ABSTRACT

The advent of Entrepreneurship in the global economy has made Consumers to worry about the state of the global environment, and as a result, they prefer products/services that are environmentally beneficial. Concomitantly, Entrepreneurial Businesses have begun to develop marketing tactics to cater for this rising environmental consciousness. In Nigeria, this consciousness is just starting. Hence, this study examined the impact of Green Advertising (with emphasis on Advertising Claim Specificity) on customer purchasing behaviour, (focusing on Customer Feedback) on Coca Cola products among the residents of Alimosho, Ajeromi-Ifelodun, and Mushin local governments in Lagos State, Nigeria. The study employed a descriptive survey research approach to collect data from a sample size of 367 respondents. The result revealed that green advertising has a statistically significant effect on consumer buying behaviour and also has significant effect on customer feedback ( $r = .226$ ;  $t = 4.439$ ;  $p < 0.05$ ). The study concluded that green advertising has significant effect on customer buying behaviour of Coca Cola products in Lagos State, Nigeria. The study therefore recommended that fast moving consumer goods firms like Coca Cola firm should put in place adequate mechanisms to ensure that the feedbacks from customers are used to improve their green efforts and Firm's performance.

**Keywords:** Entrepreneurship, Environment, Green Advertising, Green products, Environmentally friendly, Eco-friendly.

#### INTRODUCTION

The increase in demand and customers changing purchasing behavior, including Customers' Feedback towards green advertisement policy of the Governments all over the world have influenced many entrepreneurial and non-entrepreneurial businesses to focus on green advertising strategies to get green consumers' attention. Over the years, according to Reid & Reid (2018), Consumer Buying Behaviour and increasing environmental concern in the global village has shown that green advertising including Advertising Claim

Specificity is a prominent marketing strategy, especially among the global entrepreneurial firms (Feng & Chen, 2018). However, despite the increasing likeliness of green advertising, it does not guarantee consumer purchase behaviour (Feng & Chen, 2018). Coca Cola firm, a multinational fast growing entrepreneurial firm in Nigeria is concentrating on product creation, and ways to match it with sustainability and entrepreneurship. In this world of entrepreneurship with stiff competition among firms, a consumer is now being considered the principal focus point and each firm has to work harder in order to distinguish itself from competitors. Knowing the needs, preferences and buying power of consumers has consequently become a necessity that has propelled green advertising, with Advertising Claim Specificity inclusive. (Salem & Shawtari, 2018).

However, there is currently a gap in the assessment of how green advertising strategies affect consumer buying behaviour, particularly in the Nigerian setting. It has been noticed that businesses have failed to implement effective green initiatives in their product advertising and, as a result, suffer from green myopia (Hult, Sharma et. al., 2019).

Despite the importance of green advertising, it was observed that Coca Cola Company still finds it difficult at times to treat their clients in an environmentally friendly manner by marketing goods and services that fulfil certain environmental standards set by monitoring organizations in Nigeria: e.g. National Institute of Marketing of Nigeria (NIMN) and Advertising Practitioners Council of Nigeria (APCON) to mention a few.

Thus, this study is an attempt to investigate the effect of green advertising with emphasis on the Advertising Claim Specificity on the customer buying behaviour of Coca Cola Company products, focusing on the Customers' Feedback. The specific objectives of the study are to:

- i. Determine the existence of green advertising and customer feedback policy in Coca Cola multinational firm, in Lagos State, Nigeria.
- ii. Determine the duration of Awareness about Green Advertising in the study area/sustainability.
- iii. Determine the extent of concern about the environmental degradation in the study area?
- iv. evaluate the influence of green advertising claim specificity on customer feedback on Coca Cola products in Lagos State, Nigeria.

## **LITERATURE REVIEW**

Green advertising refers to an organisation's effort geared towards introducing an environmentally friendly product to a customer for product value to be improved (Saeed & Jun et. all. 2018). Green advertising is used to show that an organisations product is made up of natural resources and is herbal and environmentally friendly thereby helping in positioning the organisation's product

as natural and also promoting of the concept of environmental degradation and protection (Seman & Govindan, 2019; Shahzad & Du, 2020; Famiyeh & Adaku, et. al., 2018). Green Advertising, as a marketing function manifest itself in diverse marketing activities to appeal to customers. Such activities include advertising claim specificity, eco-labelling and advertising appeals to mention a few. For the purpose of this study, the research will be limited to the relationship between Advertising Claim Specificity and Customers' Feedback. Advertising claim specificity is a broad phrase that refers to the objectivity, concreteness, quality, and strength of the claim made on green labels in Green Advertisement (Song, 2018, 2020; Alamsyah & Suhartini, 2018; Bagdare & Jain, 2018).

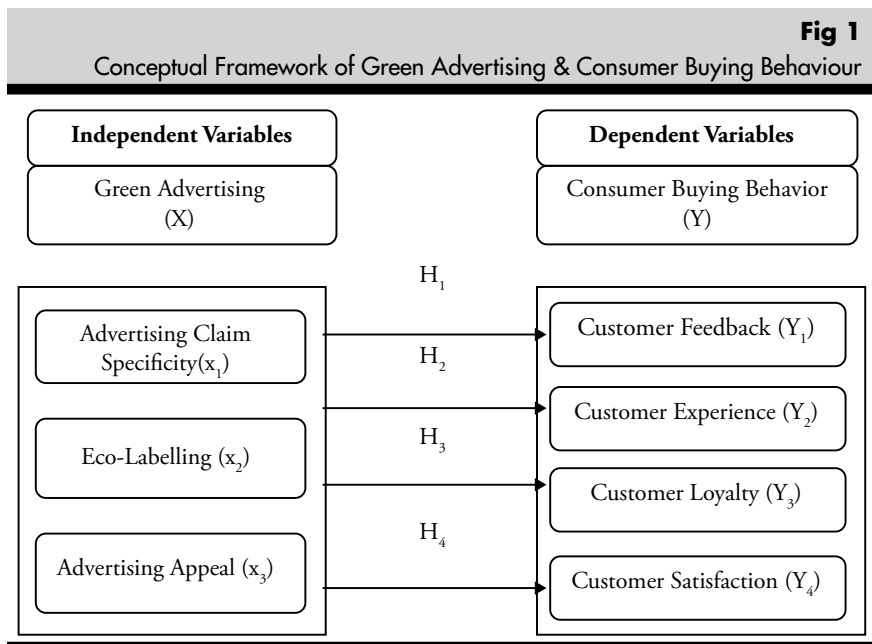
Consumer responses to advertising are influenced by the specificity of the claims. Specifically targeted messages are more credible and remembered than advertisements that use generalizations (Kusuma, Ni, & Rinuastutii, 2018). Consumers are more dubious of objective advertising claims than they are of subjective advertising claims (Ilesanmi, 2022). According to Dagher, Itani, & Kassar (2019), objective and factually written claims about tangible product attributes produce more favorable perceptions of advert credibility, stronger brand beliefs, and more favorable purchase intentions than subjective claims; despite the fact that subjective claims are perceived to be significantly more credible than objective and factually written claims about tangible product attributes. When it comes to environmental claims in commercials, marketers do try to alter the specificity of the claim (Ilesanmi, 2022). Some of them make precise environmental claims, whereas others make vague or unspecific statements about their products' environmental impact. A specific environmental claim comprises a wealth of information; it shows concrete and tangible environmental qualities and benefits of the product, which are supported by objective, factual facts, in a clear and concise manner.

A vague or unspecific advertising claim, on the other hand, comprises abstract, imprecise, or ambiguous terminology that does not include factual backing and is intended to convey the product's environmental features or advantages (Kim, Malek, & Roberts (2019). These vague claims include unqualified declaration that the product is "environmentally friendly," "eco-friendly," "better for the environment," "recyclable," "reusable," "less packaging," "less trash," or other such phrases like "environmentally friendly"; but without any additional explanation; these claims can be characterized as unclear. An advertisement saying that the advertiser's packaging generates "less trash than any other brands" may likewise be considered unclear, if not outright dishonest, unless the advertiser can back up the claim with empirical evidence (Biao, Ying, Jie, & Lihui, 2020). Information conveying green advertising messages are normally printed on green-labels.

A green-label is the emblem utilised on the container of green products, or inserted as information sheet that complements the product inside its pac-

kage, providing facts about the extent to which the products promote green advertisement. (Schmitt, 2019). Towards the latter part of the 1980s, various nations have implemented green labelling systems on a national scale as a response to shifting consumer expectations through Consumer Buying Behaviour (CBB) towards purchasing greener products. Consumer Buying Behaviour refers to the selection, purchase and consumption of goods and services for the satisfaction of their wants. CBB refers to how people make decisions about what they buy, want, need, or act in regards to a product, service, or company (Schmitt, 2019). Other elements of Consumer Buying Behaviour include Customer feedback which refers to the information that comes directly from consumers about the satisfaction or dissatisfaction they experience regarding a certain product or service (Almonssari, 2014; Eugene, 2020).

Three theories have been used to anchor this study, namely, the Theory of Reasoned Action (TRA), Theory of Planned Buying Behaviour (TPB) and Hierarchy of Needs theory (Gao, Tsai, Xue, et. al., 2018). However, the Theory of Planned Buying Behaviour serves as the main conceptual framework for this study. The TPB enables us with a complete framework for exploring the factors which influence the decision to engage in buying Behaviour related to environmental issues and the same can be applied in understanding different factors affecting the Purchase Buying Behaviour for environmentally friendly products.



Source: Adapted from the Theory of Planned Buying Behaviour (Ilesanmi, 2022)

The conceptual model presented in Fig. 1 presents the Independent and the Dependent variables that explains the relationship among all the factors/elements of Green Advertising and Consumer Buying Behaviour. However, because of the limited time available for this study, the Researcher will only be concerned with the relationship between Advertising Claim Specificity and Customers' Feedback.

Researchers generally agree that green advertising has a role to play in entrepreneurial marketing. In practice, green advertising is commonly combined with other marketing tactics to encourage collaboration in order to achieve entrepreneurial goals (Wonderflow, 2016). Moving to green advertising may be costly for businesses, but it undoubtedly prove to be beneficial and necessary in the long run, as well as profitable through consumer satisfaction (Hult, Sharma et. al., 2019; Gao, Tsai, Xue, et. al., 2018).

In Nigeria, several studies have argued that companies are forgoing green advertising to avoid accompanying lost profits and the apparent questionable consumer buying behaviour (Ilesanmi, 2022) Also, it revealed that consumers have difficulty in understanding green label messages which has adversely affected consumer buying behaviour. This belief has made the government to devise economic policies that promotes green advertising policies amidst newly introduced entrepreneurship programs put up by the government to raise green awareness of firms to produce new products that are environmentally friendly.

## METHODOLOGY

A descriptive survey research design was employed to empirically investigate the effects of the green advertising on Consumers feedback because it largely focuses on vital facts, beliefs, opinion, demographic information, attitudes, motives and buying behaviours of respondent giving responses to the research instrument. It aids the gathering of data from a large number of individual respondents at a point in time and it encourages high representativeness, convenient data gathering and little or no observer subjectivity. This design is deemed appropriate because it has been used by extant researchers (Arvin, 2016).

The population of this study comprises of residents of the largest consumers of fast-moving consumer goods in 3 Local Government Areas (LGA) of Lagos State, which according to the Lagos State Bureau of Statistics (2020) consisted of Alimosho LGA, Ajeromi-Ifelodun LGA and Mushin LGA. The target population is seven million, three hundred and thirty-two thousand, one hundred and sixteen (7,331,116) consumers of Coca Cola products. Taro Yamane formula (1964) was used to determine the sample size of four hundred (400) respondents while 367 responded.

**DISCUSSION OF FINDINGS**

Table 1 shows demographic and personal data of the respondents. The gender distribution particularly revealed that 312 (85.0%) of respondents were male, while 55 (15.0%) were female.

<b>Table 1</b>				
Distribution of the Respondents Gender				
	Frequency	Percent	Valid Percent	Cumulative %
Male Valid	312	85.0	85.0	85.0
Female	55	15.0	15.0	100.0
Total		100.0	100.0	

Source: Field Survey, 2022

This clearly shows that male respondents participated more in the study than female respondents.

<b>Table 2</b>				
Distribution of the Respondents Educational Status				
	Frequency	Percent	Valid Percent	Cumulative Percent
SSCE	71	19.4	19.44	19.4
University Degree HND Valid	263	71.7	71.7	91.1
Diploma	29	7.9	7.9	99.0
Postgraduate	04	1.0	1.0	100.0
Total	367	100.0	100.0	

Source: Field Survey, 2022

Table 2 shows the distribution by demographic and personal data of the respondents. Educational qualification of respondents shows that 71 (19.4%) of respondents possessed the SSCE, 29 (7.9%) were Diploma degree holders, 263 (71.7%) had the University degree and HND, 4 (1.0%) of respondents are postgraduate degree holders. Therefore, it could be inferred that majority of the respondents that participated in this research are University degree and Higher National Diploma holders.

Table 3 also shows the distribution of responses to the question “Does your Firm imbibe green advertising and its sustainability?” The Table 3 reveals that 56 (15.3%) of the respondents answered No, while 98 Respondents (26.7%) answered Not Sure, while 213 (58.0%) answered Yes. This shows

that majority of the respondents were sure that their organization engages in green advertising. This confirms the existence of green advertising, and subsequently the practice of Customers' feedback.

Table 4 shows the profile of the respondents by responses to the question "Duration of Awareness about Green Advertising" shows that 95 Respondents (25.9% of the respondents surveyed) had 0-2 years, 189 (51.5%) had 2-5 years, 28 (7.6%) had 5-10 years, 48 (13.1%) had 10-15 years while 7 (1.9%) had 15 years and above duration of awareness as related to green advertising. By implication most respondents had 2-5 years' experience.

	Frequency	Percent	Valid Percent	Cumulative Percent
No	56	15.3	15.3	15.3
Not Sure	98	26.7	26.7	42.0
Valid Yes	213	58.0	58.0	100.0
Total	367	100.0	100.0	

Source: Field Survey, 2022

	Frequency	Percent	Valid Percent	Cumulative Percent
0-2 years	95	25.9	25.9	25.9
2-5 years	189	51.5	51.5	77.4
5-10 years	28	7.6	7.6	85.0
Valid 10-15 years	48	13.1	13.1	98.1
15 years and above	07	1.9	1.9	100.0
Total	367	100.0	100.0	

Source: Field Survey, 2022



	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	219	59.7	59.7	59.7
No Valid	84	22.9	22.9	82.6
Indifferent	64	17.4	17.4	100.0
Total	367	100.0	100.0	

Source: Field Survey, 2022

### DESCRIPTIVE ANALYSIS OF VARIABLES AND INTERPRETATIONS

The descriptive and inferential statistics for the study green advertising and consumer buying behaviour are presented in this section. The key characteristics of the study variables were summarized using descriptive statistics. Respondents were asked to rate how much they agreed with the mentioned items describing the variables on a four-point Likert scale for each of the variables. The range was 'strongly agree' (4) to 'strongly disagree' (1).

In asking a Research question, the researcher asked the Respondents "How does green advertising affect customer feedback on Coca Cola Products in Lagos State, Nigeria?"

In answering question one, the Researcher has used only two variables to analyse how Green Advertising affects Customer Feedback on Coca Cola Products, namely: Advertising Claims Specificity and Customer Feedback

The Table 5 is on Advertising Appeals and it presents results of descriptive statistics on it as shown in the Table 5. The results of the descriptive analysis revealed that 13.9% of the respondents strongly agree that green adverts easily grab their attention. 46.9% agree, 33.5% disagree, and 5.7% strongly disagree about this situation. On average, the respondents agree that green adverts easily grab their attention (mean = 2.69, standard deviation = 0.78). Further, 21.8% of the respondents strongly agree that green advertising appeals and persuasion speak to their needs. 40.3% agree, 30.8% disagree, 7.1% strongly disagree. On average, the respondents were further in agreement that green advertising appeals and persuasion speaks to their needs (mean = 2.77, standard deviation = 0.87).

Furthermore, the Researcher probed into Advertising Claims Specificity of green advertising of Coca Cola products as shown in Table 6.

Table 6 presents results of descriptive statistics on green advertising claim specificity. The results of the descriptive analysis revealed that 21.0% of the respondents strongly agree that the information given by organizations provides clear evidence of how they have helped the environment, 41.7% agree, 31.1% disagree, and 6.3% strongly disagree.

**Table 6**  
Descriptive Statistics on advertising claims specificity

S/N	Advertising claim specificity	Responses (n) (%)					
		SA 4	A 3	D 2	SD 1	Mean	SD
1	The information given by organizations provides clear evidence of how they have helped the environment	77 (21.0)	153 (41.7)	114 (31.1)	23 (6.3)	2.77	0.85
2	Production and expiry dates specified on the product package is essential for me	92 (25.1)	139 (37.9)	113 (30.8)	23 (6.3)	2.82	0.88
3	The organizations advertising claim is inconclusive and questionable	90 (24.5)	109 (29.7)	149 (40.6)	19 (5.2)	2.74	0.89
4	I look for recommendations on the brands advertising claim specificity before purchase	99 (27.0)	140 (38.1)	110 (30.0)	18 (4.9)	2.87	0.87
5	The advertising claim provides specific information	159 (43.3)	142 (38.7)	41 (11.2)	25 (6.8)	3.19	0.89
Grand Mean						2.88	0.88

Source: Field Survey (2022)

On average, the respondents agree that the information given by organizations provides clear evidence of how they have helped the environment (mean = 2.77, standard deviation = 0.5).

Further, 25.1% of the respondents strongly agree that production and expiry dates specified on the product package is essential for them. 37.9% agree, 30.8% disagree and 6.3% strongly disagree. On average, the respondents were further in agreement that production and expiry dates specified on the product package is essential for them (mean = 2.82, standard deviation = 0.88).

Further, findings revealed that 24.5% of the respondents strongly agree that the organizations advertising claim is inconclusive and questionable. 29.7% of the respondents agree, 40.6% disagree and 5.2% of the respondents strongly disagree. On average, the respondents agree that some organizations advertising claim is inconclusive and questionable (mean = 2.74, standard deviation = 0.89). Also, findings revealed that 27.0% of the respondents strongly agree that they look for recommendations on the brands advertising claim specificity before purchase. 38.1% agree, 30.0% disagree and 4.9% strongly disagree. On average, the respondents partially agree that they look for recommendations on the brands advertising claim specificity before purchase of Coca Cola Products (mean = 2.87, standard deviation = 0.87).

The results of the descriptive analysis also revealed that 43.3% of the respondents strongly agree that the advertising claims provide specific information, 38.7% agree, 11.2% disagree, and 6.8% of the respondents strongly disagree. On average, the respondents partially agree that the advertising claim provides specific information (mean = 3.19, standard deviation = 0.89).

The overall mean score of responses was 2.88 with a standard deviation of 0.88 which indicates that the respondents agree with the statements that advertising claim specificity has assisted customers to purchase Coca Cola products in Lagos State, Nigeria.

Table 7 reveals the results of descriptive statistics of customer feedback and shows that 36.3% of the respondents strongly agree that they are happy as a customer with the company products, 40.3% agree, 16.1% disagree, and 7.4% of the respondents strongly disagree. On average, the respondents agree that they as customers are happy with the company products (mean = 3.06, standard deviation = 0.90).

Further, 49.0% of the respondents strongly agree that they often re-patronise the company products, 22.9% agree, 13.1% disagree and 15.0% strongly disagree. On average, the respondents were further in agreement that they often re-patronise the company products (mean = 3.06, standard deviation = 1.11). Further, findings revealed that 43.3% of the respondents strongly agree that they often report when my expectations are met or not, 33.2% of the respondents agree, 10.4% disagree and 13.1% of the respondents strongly disagree. On average, the respondents partially agree that they often report if their expectations are met or not (mean = 3.07, standard deviation = 1.03).

S/N	Customer Feedback	Responses (n) (%)					
		SA 4	A 3	D 2	SD 1	Mean	SD
1	I as a customer is happy with the company products	133 (36.3)	144 (40.3)	59 (16.1)	27 (7.4)	3.06	0.90
2	I often re-patronise the company products	180 (49.0)	84 (22.9)	48 (13.1)	55 (15.0)	3.06	1.11
3	I often report when my expectations are met or not	159 (43.3)	122 (33.2)	38 (10.4)	48 (13.1)	3.07	1.03
4	I provide feedback on which features on products are lacking	143 (39.0)	136 (37.1)	45 (12.3)	43 (11.7)	3.03	0.99
5	I report when the products are priced appropriately	140 (38.1)	132 (36.0)	53 (14.4)	42 (11.4)	3.01	0.99
Grand Mean						3.05	1.00

Source: Field Survey (2022)

Also, findings revealed that 39.0% of the respondents strongly agree that they provide feedback on those features of the Coca Cola products that are lacking, 37.1% agree, 12.3% disagree and 11.7% strongly disagree. On average, the respondents partially agree that they provide feedback on those features of products that are lacking (mean = 3.03, standard deviation = 0.99).

Further, 38.1% of the respondents strongly agree that they give feedback when the products are priced appropriately, 36.0% agree, 14.4% disagree and 11.4% strongly disagree. On average, the respondents agree that they give feedback when the products are priced appropriately (mean = 3.01, standard deviation = 0.99).

The overall mean score of responses was 3.05 with a standard deviation of 1.00 which indicates that the respondents partially agree with the statements that customer give adequate feedback on Coca Cola products in Lagos State, Nigeria.

**Test of Hypothesis**

H<sub>0</sub>1: Green advertising has no significant effect on customer feedback on Coca Cola products in Lagos State, Nigeria.

<b>Table 8</b>				
Linear Regression Analysis between Green Advertising and Customer Feedback				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.226 <sup>a</sup>	.051	.049	3.34782

a. Predictors: (Constant), Green Advertising

From Table 8, this study revealed that green advertising impacted on customer feedback at  $r = 0.226$ . The R-Square, which is the proportion of variance in the dependent variable (customer feedback) that can be predicted from the independent variable (green advertising), indicated that

5.1% of the variance in green advertising can be predicted from the customer feedback on Coca Cola products in Lagos State Nigeria.

<b>Table 8.1</b>						
ANOVA <sup>a</sup>						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	220.801	1	220.801	19.700	.000b
	Residual	4090.878	365	11.208		
	Total	4311.678	366			

a. Dependent Variable: Customer Feedback

b. Predictors: (Constant), Green Advertising

From Table 8.1, the F-value which is obtained by the Mean Square Regression (220.801) divided by the Mean Square Residual (11.208), yielding  $F = 19.700$ . In the first hypothesis, the independent variable (green advertising) was found to have significantly predicted the dependent variable (customer

feedback). Therefore, there is an effect of green advertising on customer feedback at  $F_{(1,365)} = 19.700$ . Table 8.1 shows that the test of green advertising on customer feedback is significant at 0.000 p-values. The null hypothesis is thereby rejected.

**Table 8.2**  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	B	Std. Error		B	Std. Error
1 Green Advertising		Std. Error	Beta	B	Std. Error

a. Dependent Variable: Customer Feedback

The b-coefficients, which are unstandardized, show the net effect in dependent variable which is associated with one-unit change in independent variables while beta-coefficients, which are standardized, show the net effect in dependent variable which is associated with one-unit change in independent variable but now the changes are in standard deviations of both variables. Because b-coefficients deal with raw (or “original”) values, the b-coefficients are used to construct the prediction equation from the independent variables to the dependent variable. However, because beta-coefficients are standardized, they are used to compare the “effects” of variables within equations. Both b-coefficients and beta-coefficients can be interpreted as controlling for the effects of other variables.

If the  $\beta$  -coefficient is significant, determined by applying the t-test to the ratio of the coefficient to its standard error, then the beta-coefficient is significant. However, in this study Table 4.14.2 revealed that the predictor variable of green advertising adopted by the Coca Cola company predicts customer feedback with ( $\beta = .226$ ;  $t = 4.439$ ;  $p < 0.05$ ). The null hypothesis is therefore rejected.

#### DISCUSSION ON HYPOTHESIS ONE

The result of the hypothesis one tested revealed that green advertising adopted by the Coca Cola company has positive and significant effect on customer feedback with the P-value less than 0.05. The findings of the study are consistent with previous scholars such which examined green advertising and business success of consumer goods manufacturing firms in Rivers State. The study, therefore, found amongst others that there exists a moderate relationship between green media campaigns and customer feedbacks and also indicated that a very strong relationship exists between green media campaigns and market

share with a spearman's correlation of \*0.605 and \*0.867 respectively. The study findings revealed that green advertising skepticism on social media negatively affects green purchase intention through the mediation of perceived information utility. These findings reveal that truthful and consumer-tailored green advertising is crucial to green product marketing. The results find that the advertising design with self-reference and strong argument has the best advertising effect; positive moral emotion and social emotion have better advertising effect; and under the action of emotion, the subjects' preference for advertising design will also change. The study reveals that consumers who are more proactive with their environmental behaviors also have better attitudes toward green advertising. The results imply that green advertising may be best at reaching those who are already practicing green behaviors. Corroboratively, green advertising significantly influences customer feedback, behavior change and environmental concerns significantly influence purchase decisions with the effect of changes in consumer behavior on purchasing decisions by 74.0 % and the balance of 26.0 % is the influence of other factors not examined in this research.<sup>148</sup> findings revealed that credibility of claim (  $\beta = -0.847$ ,  $p < 0.001$ ) and consumer attitude toward green advertising (  $\beta = -0.65$ ,  $p < 0.05$ ) significantly influence consumer purchase intention of green products. The firms should not use exaggerated linguistics for the advertising; in contrast, the claims should be specific, trustful and sincere.

## CONCLUSION

The study attempted to evaluate the effect of green advertising on customer's feedback on Coca Cola products in Lagos State, Nigeria. In doing this, the hypothesis one, as earlier discussed shows that there is an effect of green advertising on customer feedback at  $F_{(1,365)} = 19.700$ . Table 8.1 shows that the test of green advertising on customer feedback is significant at 0.000 p-values. The null hypothesis is thereby rejected.

Likewise, research question in this study allows us to know how green advertising affect customer feedback on Coca Cola Products in Lagos State, Nigeria. The overall mean score of responses was 3.05 with a standard deviation of 1.00 which indicates that the respondents partially agree with the statements that customer give adequate feedback on Coca Cola products in Lagos State, Nigeria.

This research has significant marketing consequences as green advertising has positive impact on consumer buying behaviour. Consequently, marketers should pay close attention to this factor. Also, the study provides information for management, practitioners, executives, and corporate managers, in understanding how green advertising enhances consumer buying behavior. This study is relevant to the academics/ researcher to help fill gaps of the existing and few fragmented literatures on green advertising and consumer buying behaviour.

The following recommendations are provided in light of the study's conclusion.

1. Fast moving consumer goods firms should put in place adequate mechanisms to ensure that the feedbacks from customers are used to improve their green efforts in order to remain competitive in the midst of global competition.
2. In general, the study recommends that green advertising as a marketing strategy be properly engaged by organizations as this has a significant positive effect on the organization consumer buying behaviour and ultimately their performance.

### SUGGESTIONS FOR FURTHER STUDIES

Future research could take a different approach to this study by combining quantitative data collected through surveys with qualitative data obtained through in-depth interviews to investigate the determinants of green consumer behaviour, such as green branding and premium green pricing, across time. Questionnaires can be supplemented by semi-structured or in-depth interviews to produce more accurate and detailed results. For additional research, it is suggested that more factors be added to the green advertising concept, so enriching viewpoint analysis, and that this be done across a larger geographical spread and throughout a variety of industries.

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