GREEN ADVERTISING AND BUSINESS SUCCESS OF CONSUMER GOODS MANUFACTURING FIRMS IN RIVERS STATE

Ozuru, Henry .N Ph.D
Department of Marketing,
Faculty of Management Sciences,
University of Port Harcourt,
Choba, Rivers State,
Nigeria.
oscap2003@yahoo.co.uk

Wali, Isaac Comfort
Department of Marketing,
Faculty of Management Sciences,
University of Port Harcourt,
Choba, Rivers State,
Nigeria.
comfort.wali@uniport.edu.ng

Abstract

The purpose of this study is to ascertain the extent to which green advertising influence business success of consumer goods manufacturing firms in Rivers State. Data was collected from senior administrative and management staff of consumer goods manufacturing firms as our respondents and is analyzed using spearman's rank correlation coefficient with the aid of SPSS version 21 to test the seven stated hypothesis. The study therefore found amongst others that there exist a moderate relationship between green media campaigns and sales growth and also indicated that a very strong relationship exist between green media campaigns and market share with a spearman's correlation of *0.605 and *0.867 respectively. Among the conclusion from findings was that eco labeling significantly and positively affects business success of consumer goods firms in Port Harcourt, based on the conclusion, the study recommends amongst others that for consumer goods manufacturing firms in Port Harcourt to gain business success in this turbulent business environment, keen attention should be placed on eco labeling activities as these has strong influence on business success. Finally, suggestions were made for others who are interested in this subject matter which is conducted in Port Harcourt metropolis; they should carry out their research work in other parts of Nigeria.

Keywords: Green Advertising, Eco Labeling, Green Media Campaign, Business Success, Sales Growth, Market Share.

Introduction

In order to meet the environmental standards, both marketing practitioners and buyers or users are becoming increasingly sensitive to the need for a switch in to green business activities. Green advertising activities are emerging consciousness in the field of marketing over an increased concern about environment in which business organization operate.

Similarly, Delafrooz et al (2014), posited that in recent years, concern about the environment has been enforced in many areas of life as our limited resources are damaged, the long run sustainability of human life becomes an issue in the world planet; thus leaders and thinkers seeks to create a possible solution. Matters related to environmental mindfulness has been on existence in the industry and academia for more than 30 years and currently emerged as a top issue (Bush, 2008). Several researchers has invested time and energy in understanding and bringing facts about environmental concerns through which Al Gore was emerged as a runner-up in *Time* magazine's Person of the Year contest after receiving the Nobel Peace Prize for his study on Global Warming and Environmental concerns (Walsh, 2007). In accordance, Erdman (2008), noted that the green movement has so much ever-growing speed that the term "*going green*" had over 15.6 million hits on Google in January 2008 and 31 million hits just over two months later. He further claims that environmental consciousness is now an expectation and that numerous brands across categories are in a competitive race to see who can be greener than others. His claim shows that business organizations are employing effective and efficient strategies to execute green business activities in order to do it better than their competitors.

However, it is no longer surprising that marketing practitioners and academicians still make attempt to recognize and understand green consumers and their needs with further effort made to craft market offerings that meet these needs in a profitable manner (D'Souza *et al.* 2007). Consumer goods firms also called the fast-moving consumer goods (FMCG) or consumer packaged goods (CPG) sector which are generally dealers of products that have a short shelf life and are purchased by consumers on a regular basis with Unilever, the Coca-Cola Company, and Johnson & Johnson as among the most popular players in the sector that comprises a large variety of products and some of the most important categories being food, beverages, personal care products, and home care products has been observed as one of the largest industries worldwide (KPMG, 2014). In the same vein, the consumer goods manufacturing firms like Dansa foods, Dulfil Prima, Nigerian Brewries, Nigerian Bottling Coy, etc. operational in Rivers State are not exempted from the increase in entrants and ample competition which has made their business success a tasking objective to achieve.

The increase in demand for ecological friendliness by both governments and final users among consumer goods firms calls for critical look into issues bordering on green advertising even as Banerjee (2002), holds that environmental issues also have strategic implications on the successfulness of organizations. Hence, the question of what green marketing tool will be employed to increase sales and meet up estimated profit margin becomes the song of the day even as Asiegbu and Powei Daubry (2012), rightly pointed out that businesses, such

manufacturers, dealers or are increasingly maintaining the growth of their firms by adopting the policy based codes in dealing with their business transactions in order to withstand competitive pressures.

Further Diana and Matulich (2013) similarly pointed that few number of organizations portrayed their environmental sensitivity with different approaches such as marketing tools used by organizations which includes environmental or green advertising. But notwithstanding, even with copious study made by several researchers little or no effort has been made to link green advertising and business success of consumer goods firms in the Nigerian context. Therefore, against these drawbacks, the researcher wishes to fill this gap of knowledge through an empirical study of the relationship between green advertising and business success of consumer goods manufacturing firms Rivers State.

Research Problem

Opara and Berchtold (2008), noted that the most noticeable areas that has suffered from environmental pollution is the Niger-Delta as a result of exploitation and exploration of petroleum and oil and gas. Moreover, Lee (2008) rightfully stated that consumers who are environmentally concerned will not buy products that endanger human health, have associated risk during the production process, cause any serious damage to the environment and inflict serious damage to the environment during the production process.

Every business organizational is driven by their goals and objectives but their successfulness depends on consumers or users of the product they offer; as consumers are known as the king, it becomes a matter of necessity to satisfy their needs with products that will not put their life jeopardy. Similarly, Hoffer (2007), agreed that the basic way to survival by consumer goods manufacturers in the global competitive business environment holds on having clearly defined objectives, and having efficient and effective practices to achieve set objectives.

Business success is an objective that comprises sales growth, increased market share, profit level, product acceptance etc. Hence, creating a favourable and positive attitude with users becomes the bedrock to achieve the above listed objectives. Therefore, the study is geared towards empirically ascertaining how green adverting practices influences business success of consumer goods manufacturing firms in Rivers State.

Aim of the Study

The aim of the study is to empirically examine the extent to which green advertising relates to business success of consumer goods manufacturing firms in Rivers State.

Theoretical Foundations

Social Ecological Model
The social ecological model aids in the comprehension of the variables affecting behavior and also provides guidance for developing successful programs through social environments. Social ecological models focus on multiple levels of influence such as individual, interpersonal, organizational, community and public policy with the notion that behaviors both shape and are shaped by the social environment. The principles of social ecological models are consistent with social cognitive theory concepts which suggest that creating an environment conducive to change is important to making it easier to adopt healthy behaviors (E-source, 2016).

Study Variables and Model Specifications
The predictor variable for this study is Green Advertising with its measures as Eco-Labeling and Green Media campaigns while its dependent variable is Business Success with its dimensions as Sales Growth, Market share and Profit Levelthese can be mathematically represented as thus:

$$BS = f(GA)\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots(i)$$
$$GA = f(ECO, GMC)\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots(ii)$$
$$BS = f(SG, MS,)\dots\dots\dots\dots\dots\dots\dots\dots\dots\dots(iii)$$

Where BS = Business Success
F = Function
SG = Sales Growth
MS = Market Share
GA = Green Advertising
ECO = Ecological Labeling
GMC = Green Media Campaigns

Green Advertising: This is a marketing communication that centers on creating awareness about environment friendliness.

Eco-Labeling: These are marks or logos placed on a product to claim that such product is environmentally friendly.

Business Success: This is a measure of the level at which firms achieve their goals and objectives.

Sales Growth: The increase in sales volume of a particular company at a specific time which is calculated in unit or percentages.

Market Share: The number of sales or market accruable to a particular firm from the total industry sales

Operational and Conceptual Framework
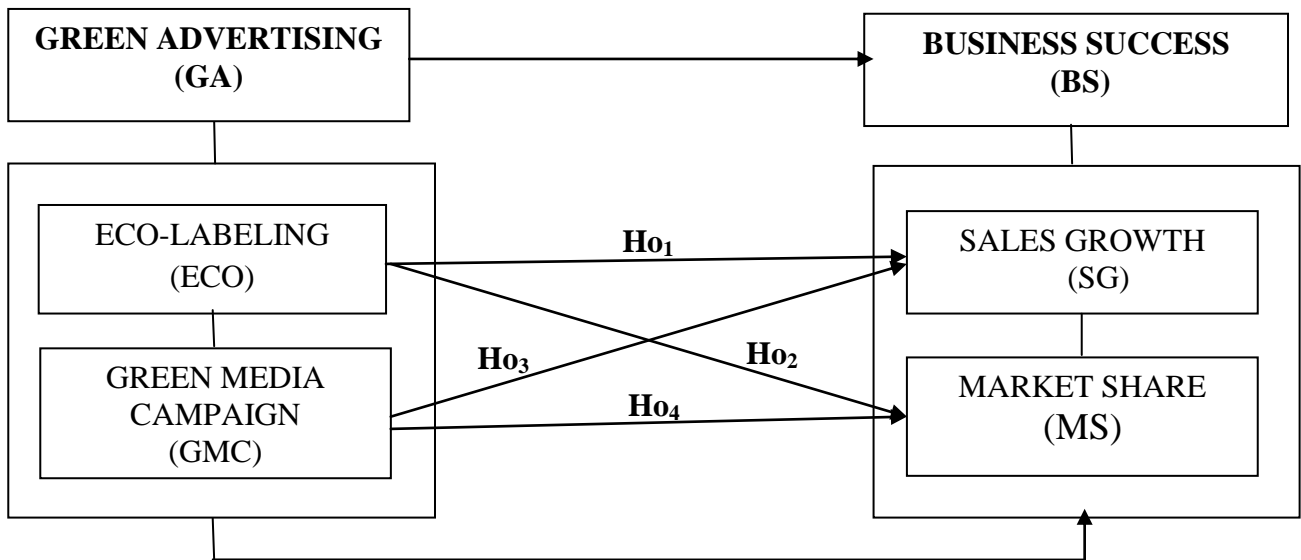
Figure 1: *Operational & Conceptual Frameworks on Green Advertising and Business Success of consumer Goods Manufacturing Firms in Rivers State.*
Source: *Desk research Data, 2016*

Research Hypotheses

Ho_1: There is no significant relationship between eco-labeling and sales growth of consumer goods manufacturing firms in Rivers State.

Ho_2: There is no significant relationship between eco-labeling and market share of consumer goods manufacturing firms in Rivers State.

Ho_3: There is no significant relationship between green media campaign and sales growth of consumer goods manufacturing firms in Rivers State.

Ho_4: There is no significant relationship between green media campaign and market share of consumer goods manufacturing firms in Rivers State.

Related Literature

The Concept of Green Advertising
Organizations demonstrate their environmental awareness and consciousness with different marketing strategies of which environmental or green advertising is a part of. Healey and Hagenbaugh (2008), rightly noted that green advertising first began in the 1970s when a recession led to a speedy increase in oil prices and a focus on environmental issues and it has gained more attention now due to similar problems with record-level fuel prices.

Supportively, health challenges, killer diseases and several oil exploitation occurrences have been evidenced in Nigeria especially the Ebola and Zika Era which its existence gave Nigerians a bigger environment concern; hence it becomes curial for business firms to ignite that environment consciousness in a bigger force.

The term "green" implies an underlying concern for preservation of the environment which generally targets the deterrence of the planet earth, personal health, and animal life (Omidnateghkhoshnoodroohi, 2014). Additionally, Easwar & Barnejee (1993) stated that these behaviors include: the use of recyclable products, vibrant participation in environmental groups and political pressure. More also, they are also interested in further education, higher income and gain professional and administrative jobs.

The most successful medium used by marketers and advertisers to reach and gain consumers" attention is advertising because it aids in expanding consumers' knowledge about product attributes and specification (Buda and Zhang, 2000). Coherently, Zinkhan & Carlson (1995) viewedgreen advertising as the plea that tries to fulfill consumers' needs and aspiration regarding to environmental concern and health issues from distinct ideologies such as ecology, sustainability, and pollution-free messages.

A very significant aspect of green advertising that cannot be overlooked in the environmental advertising literature is its three dimensional classifications which were clearly highlighted in Omidnateghkhoshnoodroohi (2014), to include: Firstly, those directly or indirectly associated with products and environments and education-focused which aims to enhance consumers' understanding towards the nature and environment, while secondly refers to those who response to environmental lifestyle with or without highlighting a product or service they are promoting as they are commercial-focused and designed to increase the sales of products. Lastly he added that this last dimension tends to produce an image of environmental responsibility of a company; in other words, it focuses on the improving and enhancing firms green image in order to generate long-term customer loyalty.

Generally, it is worthwhile to define green advertising as social marketing efforts by companies to promote a product or service through exposing and increasing consumers' awareness on environmental benefits thereby enhancing the image of the company.

Eco-Labeling
Advertisers make use of various means to pass information such as tv shows, radio jingles, news papers, magazines, internet sites, labeling etc. In a green advertising scene same media can still be used but the difference is that green advertising pays emphasizes on environmental-concerned information which could be either to create more awareness, to increase sale or to improve a brand's image. In accordance, Kotler and Armstrong (2010), noted that labels consist of a range of small pieces of paper with visible diagrams that are included as a part of the goods packaging which can contain simply the brand products or a range of varied information. Sammer and Wu¨stenhagen (2006) identify the eco-label as

significant equipment to allocated one-sided information between sellers and buyers with a signal to accomplish some functions for consumers, like information function that informs them about intangible product characteristics, such as product quality and a value function, which provides a value in them.

Further, Wells *et al* (2007) noted that write-ups and colours are part of the six variables that must be taken into consideration by producers and designers when making an efficient package for a product. Ecological labels serve as a guide on how green consumers will use the product and it also serve as medium to increase users horizon in understanding the product content before consumption just to reduce perceived risk and cognitive dissonance. Supportively, Rex and Baumann (2007) define eco-labels as an instrument for users to heisting their decision making process in order to select environmentally-friendly products and it also enables them to gain knowledge on a product's make-ups.

Green media Campaign
Among the five human sense organs, the ears are sensory receptors that transfers any sound heard to the brain for final decision making; therefore it is not enough to appeal to the sense of sight alone through eco labels as researchers has reveal that consumers are influence by some other internal and external factors.

Green media campaigns are environmental-oriented messages conveyed through the use of Television and Radio in order to instill the consciousness of environmentalism in them. Correspondently, Rahbar and Abdul (2011), stated that the consequences of these messages is to guide consumers into buying of environmentally friendly products which plays a vital role in influencing consumer purchasing behavior to buy environmental friendly products thereby diminishing the negative impact of synthetic products on the environment.

Business Success
The successfulness of every business organization lies on the attainment of its set goals and objectives to be achieved in a period of time and at a percentage or amount. Supportively, Davis and Jeineke (2003) asserted that business success and performance are meant to be used interchangeably because both are related and evaluated in terms of its contribution to goal of the organization. Business success occurs when a firm's competence in marketing constitute an organizational efficient and effective market offerings that have value in a certain market segment; thus it is a term used by marketing professionals to describe effectiveness and efficiency of marketing strategies (Gerard, 2008).

Sales Growth
Sales growth is the level at which a firm sales increase in a particular period which is measured in terms of percentage or unit. Coherently, Asiegbu *et al* (2011) opined that sales growth measures the increase in a firm's number of units of product sold within a year period. The use of growth as a measure of firm's performance is generally based on the argument that growth is a prerequisite to the attainment of sustainable competitive advantage

and profitability and it further indicates that the firm's strategies are effective and efficient (Markman, 2002).

Market Share
Market share is the number of sales accruable to a particular firm within the total industry sales usually measured in percentage; it is the joy of every business organization to increase its market share as this indicates the higher inflow of revenue from customers' patronages. In a more explicit way, the Economic Times report (2015) defined market share as the percentage that goes to a company out of the total purchases of the customers of a product. Following the definition, a typical example is where there are 1000 numbers of customers who buys soft drinks and 600 consumers buy from Nigerian bottling companies (NBC), it indicates that NBC has 60% of the market share. In concurrence to this view, Dayan, Arnolds and Struwig (2010) stated that the success of any business organizational is generally related to attaining a greater height in its business goals such as return on investment and the maximization of shareholders wealth as well as increasing its market share.

Green Advertising and Business Success
Summarizing the views of many authors, it can be said that the importance of measuring the success of organizations are similar to performance evaluation to ensure compliance with critical minimum standards, to check how well an organization is doing, to test strategic assumptions, and to provide a reliable basis for communicating with identified parties (Coelho et al., 2005). Same study asserted that performance evaluation aids management decisions as it makes use of indicators, collecting and analyzing data, and assessing information against performance criteria.

Moreover, it has been observed that organizations that cannot measure performance, cannot manage their business and this has validated the need to measure business success (Kaplan and Norton, 1996). Okada and Mais (2010), noted that the untimely weather changes, global warming, health concern, and other environmental occurrences are the factors which have led consumers to behave green when they need to make purchases.

The environmental consciousness trend has now expanded to several countries including the Asian region and Malaysia (Lee, 2008). Moreover, the need for environmentalism has spread wild round the word and even buyers in countries like Malaysia are more willing than ever to accept green ideologies (Punitha and Azmawani Abd, 2011). The study conducted by Guyer (2006), makes for more research to be conducted to ascertain the most effective marketing strategies that attracts more sales and aid business success. Additionally, Lee and Griffith, (2004) noted that better firm performance or success can be obtained via adapting the product to meet necessary conditions set by customers.

However, following these views and assertion it is obvious to relate green activities with business success or performance of business firms; this study seeks to empirically investigate how green advertising as a marketing strategy can influence business success.

Eco-Labeling and Business Success

Eco-labels use visual logo and designs that are made to deliver information to consumers about the environmental consequences of purchasing the product to enable users who care about such effects to express their willingness in the market (Tang et al. 2004). The awareness of eco-label has for long been on existence and among its implication is the significant influence mounted on sales of firms that practice green activities as evidenced in Imkamp (2000), who replicated a study done in 1989 on the note of comparing consumers' preferences for quality vs. ecological labels and concluded that the inclination for eco-label had increased from 19% in 1989 to 46% in 1998.

Further, the study of Rashid (2005), has shown that awareness of eco-label has a positive effect between the knowledge of a green product and consumer's intention to purchase. Based on the research conducted by Chan (2004), on current trends in packaging and labeling including environmentally friendly messages or recycling information, consumers were noted to prefer products with eco label and in fact they are ready to make a switch to green products. Another study concurred by saying that the value of eco-goods and services, and the number of modern eco-labeling related policies are growing at a fast rate in the market with stricken instances such as retail sales of organic foods that rose from $3.8 billion in 1997 to $16.7 billion in 2006 (OTA ,2006).

Despite the positive affirmations regarding to the impacts of eco-labeling on business success, other researchers made some negative assertions contrary to their claims. Magali and Laura (2006) stated that in the area of the wine industry, research indicates that eco-certification leads to a price premium while the use of the eco-label does not make positive impact on consumers purchase. Correspondently, Magnusson et al. (2001) found that the most significant purchase criteria for organic products were associated to quality rather than the environmental attribute.

However, the unstable results and disagreements from several researchers indicate the need to empirically investigate the effect of eco-label on business success. Based on these reviews, the research hypotheses are stated as thus:

Ho_1: There is no significant relationship between eco-labeling and sales growth of consumer goods manufacturing firms in Port Harcourt.

Ho_2: There is no significant relationship between eco-labeling and market share of consumer goods manufacturing firms in Port Harcourt.

Green Media Campaigns and Business Success

Green media campaign is viewed as green advertisements made through the use of radio, television, news papers and magazines to spread and associate a firm and its brand with environmentalism. Several studies like Grillo, Tokarczyk, & Hansen (2008), have made investigations on the use of environmental claims in magazine advertising but

notwithstanding, these studies were done in development English-speaking countries like the United States. Zemanek., Mcntyre., and Claxton (2003) found that spreading product development information with buyers as a product marketing strategy affects sales growth positively. This implies that when consumers are made to understand the content and make ups of a product, they tend to buy more.

More also, it has been observed that environmental advertisements aids in notifying a consumer's values and translate these values into the purchase of green products. Palmer (2000) affirmatively stated that sales growth is also positively related to linking new products to existing brands which indicates that consumers can pass their loyalty for one product to another hence a firm with positive perceived image would increase in sales.

More also Teisl et al (2002), concluded from their study that the impact of visual and verbal communication are catching to consumers necessitating the need for mass media green advertising. Litvine and Wustenhagen (2011) similarly asserted that the escalation of green campaigns signifies that some consumers are willing to pay a very high price for green product. Further, based on the research conducted by Manrai et al (1997), they also added that green advertising boost firms' image. Supportively, it was found that both the visual and verbal communication had significant influence on individual and tends to produce additive effects on the purchase of the designated products (Tang et al. 2004).

Based on these reviews, the research hypotheses are stated as thus:
Ho$_3$: There is no significant relationship between green media campaign and sales growth of consumer goods manufacturing firms in Port Harcourt.
Ho$_4$: There is no significant relationship between green media campaign and market share of consumer goods manufacturing firms in Port Harcourt.

Methodological Issues
The study adopted a survey design and the target the population of this study comprises top management staffs of the one hundred and fifty-two (152) registered consumer goods manufacturing firms and dealers in Port Harcourt, Rivers state as enlisted in vconect page 1-16. Fourty (40) consumer goods firms were randomly selected and 3 copies of questionnaire were given to each firm making it one hundred and twenty (120) total number of copies distributed to only top management staffs of the selected firms. After data cleaning, 10 copies where found invalid while 110copies where found valid and useful. Data was analyzed using Spearman Rank Correlation Coefficient with the aid of Statistical Package for Social Science (SPSS) version 20. See table 1 below:

Table 1: Number of Registered consumer dealers and manufacturers of consumer List of Registered consumer dealers and manufacturers of consumer goods in Port Harcourt

S/No.	Names of Firms	Locations	No. of selected respondents from each airline firms
1	Gino Resource Ltd	Plot 271 Trans Amadi Industrial Layout, PH.	3
2	Dansa foods Ltd	N0. 157 Trans Amadi Avenue, PH.	3
3	Ernest limited	N0. 107 Trans Amadi	3
4	Tasirel Global Resource	N0. 31 Woji Rd, PH.	3
5	Isomac Global Resources	No. 7 Station road, PH.	3
6	Paxson Nigeria Co. Ltd	11, Woji Rd PH.	3
7	Nima Farm Ltd	N0. 9 Onuokolo Rd. Woji.	3
8	Feezok Global Investment Ltd	N0 126 Ikwerre Rd, PH.	3
9	Fix Global Resource	No 80 Ikwerre Rd, PH	3
10	Ego Farms Resource Ltd	N0. 5 Woji Rd. PH.	3
11	Bendan Ventures Ltd.	No. 113 Aba Rd PH.	3
12	Ebony Aces Foods Ltd	N0. 5 PH Aba Express Way, PH.	3
13	Multi-Purpose Ventures	N0. 5 PH Aba Express Way, PH.	3
14	Genesis Food Nig. Ltd	Plot 199 Rumuogba Estate, PH.	3
15	Nigerian Bottling Co. Plc	Plot 126 Trans Amadi Layout, PH.	3

16	Shoche Industries Ltd	No. Dike Close, Off 146 NTA/Choba Rd PH		3
17	Riv Biscuits Co. Nig Ltd	Plot 466/467 Trans Amadi Layout PH		3
18	Dilomat Farms Science	Fac. Of Agric Research Farms, RSUST, PH		3
19	Kilimanjaro Restaurant	Agip Junction		3
20	Express faith Venture	N0. 243 Aba Rd PH.		3
21	Tast Abdorable Venture	No. 200 Park, Trans-Amadi Industrial Layout.		3
22	Spring Place	Trans-Amadi Industrial Layout PH.		3
23	Chrislen global Resources Ltd	Rumuokoro PH.		3
24	Opara Food stuff	No 3 Okujagu St. PH.		3
25	Dufil	No 68b Uniport Rd. PH.		3
26	Legolas Groceries	No. 41 Amadi Flat, PH.		3
27	Aafe Resources	Rumukalagbor, PH.		3
28	Inno And Bros Farm Products	Suits 5b Old Rd. Rumuogba.		3
29	Cha Cha Provision Store	Slaughter Mkt, Trans-Amadi Layout, PH.		3
30	Angella Store	No 5 Michelin Rd, Rumumasi. PH.		3
31	Lady Chinyere Store	Trans-Amadi layout PH		3
32	Nesdumo Worldwide Ltd	No. 2 Adindu Close, NTA Rd, PH.		3

33	Dim Mark Inta'l Coy	No. 10b Abana St. Old GRA, Old Aba Rd, PH.	3
34	Goodness provision Store	No 133 Ikwerre Rd,PH.	3
35	Utc Nigeria Plc	No 5 Azikiwe St, PH.	3
36	Cosmos Shop	Elekahia Rebisi, PH.	3
37	Stand Fix Global Ventures	No. 61 Mkt Rd, PH	3
38	Spring fast food	Elele Rd by Ikwerre Rd. PH.	3
39	Rasfat Provision Store	No. 12 Emenike Street Diobu, PH.	3
40	Pearl Concept	Port Harcourt Town, PH.	3
	TOTAL		120

Source: page 5o of Connect retrieved from www.m.vconnect.com/nigeria/list-of-fmcg_c1946?loc=rivers on 15[th]June, 2016

Data Analysis and Presentation

Decision rule: Reject null hypothesis if P<0.05
1.1 and above = Positive relationship
-0.1 and above = Negative relationship

Table 2 Correlation Analysis showing the relationship between Eco labeling and Sales Growth

Correlations

			Eco Labeling	Sales Growth
Spearman's rho	Eco Labeling	Correlation Coefficient	1.000	.786
		Sig. (1-tailed)	.	.025
		N	110	110
	Sales Growth	Correlation Coefficient	.786	1.000
		Sig. (1-tailed)	.025	.
		N	110	110

**. Correlation is significant at the 0.05 level (1-tailed).
Source: Field Survey Data, 2016, SPSS 21 Output

Table 3 Correlation Analysis showing the relationship between Eco labeling and Market Share

Correlations

		Eco Labeling	Market Share
Spearman's rho	Eco Labeling Correlation Coefficient	1.000	.704*
	Sig. (1-tailed)	.	.014
	N	110	110
	Market Share Correlation Coefficient	.704*	1.000
	Sig. (1-tailed)	.014	.
	N	110	110

*. Correlation is significant at the 0.05 level (1-tailed).
Source: Field Survey Data, 2016, SPSS 21 Output

Decision: Table 2 &3 above reveals a spearman rank correlation coefficient of 786 and 0.704 and probability value of 0.025 &0.014 (**PV< 0.05**). This result indicates that there is a strong positive significant relationship between eco labeling, sales growth and market share of consumer goods manufacturing firms. Therefore, we reject the null hypotheses and accept the alternate hypotheses.

Table 4 Correlation Analysis showing the relationship between Green Media and Sales Growth

Correlations

		Green Media Campaign	Sales Growth
Spearman's rho	Green Media Campaign Correlation Coefficient	1.000	.605.
	Sig. (1-tailed)	.	.011.
	N	110	110
	Sales Growth Correlation Coefficient	.605.	1.000
	Sig. (1-tailed)	.011	.
	N	110	110

*. Correlation is significant at the 0.05 level (1-tailed).

Table 5 Correlation Analysis showing the relationship between Green Media and Market Share

Correlations

		Green Media Campaign	Market Share
Spearman's rho	Green Media Campaign Correlation Coefficient	1.000	.867
	Sig. (1-tailed)	.	.022
	N	110	110
	Market Share Correlation Coefficient	.867	1.000
	Sig. (1-tailed)	.022	.
	N	110	110

*. Correlation is significant at the 0.05 level (1-tailed).
Source: Field Survey Data, 2016, SPSS 21 Output

Decision: Table 4 & 5 above reveals a spearman rank correlation coefficient of 605 and 0.867 and probability value of 0.011&0.022 (**PV< 0.05**). This result indicates that there is a

strong positive significant relationship between green media campaign, sales growth and market share of consumer goods manufacturing firms. Therefore, we reject the null hypotheses and accept the alternate hypotheses.

Discussion of Findings

The results reveal that there are positive links between the variables but the degrees varies. There is almost a moderate link between green media campaign and sales growth with a correlation of 0.605 while there exists a very strong link with green media campaign and market share with a correlation of 0.867.

The positive association between eco label and business success empirically implies that items of eco label influences consumers purchase behaviour and an increase in eco label results to a corresponding increase in business success of consumer goods manufacturing firms. Moreover, it has been revealed that the findings of the study are in affirmation with theoretical and empirical studies of other researchers in similar subject matter. For instance, the studies of Imkamp (2000) who compared consumers' preferences for quality vs. ecological labels and concluded that the inclination for eco-label had increased from 19% in 1989 to 46%. Further, Janisch (2007) supportively asserted that eco-labeling makes for a reduced emissions and trimmed environmental impact, the extra cost of which is passed on to the consumer in a price premium.

Contributions to Knowledge

This study for the first time adopted eco labeling and green media campaign as the measures of green advertising activities in relation to business success of consumer goods manufacturing firms in Port Harcourt. From the review of literature very few studies contrasted green advertising and business success in Nigerian context but none have measured green advertising with eco labeling and green media campaign, hence the dissertation contributes to knowledge in this perspective.

Conclusion

Green advertising significantly relates with business success of consumer goods manufacturing firms in Port Harcourt.

Recommendations

Based on the findings and conclusion, the following recommendations are made:

1. For consumer goods manufacturing firms in Port Harcourt to gain business success in this turbulent business environment, keen attention should be placed on eco labeling activities as these have strong influence on business success.
2. More also, continuous investment should be made on audio and TV green advertisement as findings revealed that they are more effective and make consumers to be addicted to such green products.
3. Further, green advertising activities have been found to be more cost effective than the cost of treating the negative implications of dealing on products that are not ecological friendly.

Suggestions for Further Studies

1. The study was conducted in Port Harcourt metropolis, therefore, other researchers interested on the same subject matter should conduct their studies within other cities in Nigeria.

2. Other studies can focus their studies on other industries like building and construction, aviation and hospitality industries to see the level of relationships between the various in such contexts.

References

Asiegbu, I.F., Awa, H. O.,Akpotu, C., &Ogbonna, U. B., (2011). "Sales force Competence Development and Marketing Performance of Industrial and Domestic Products Firms in   Nigeria"*Far East Journal of Psychology and Business Vol. 2 No. 3,*

Bush, Michael (2008). "Sustainability and a Smile," *Advertising Age*, Vol. 79 (8), February 25, 1, 25.

Coelho, C., Ylvisaker, M., and Turkstra, L. (2005). "Nonstandardized assessment approaches for individuals with traumatic brain injuries" Seminars in Speech and Language, 26(4):223-241.

Chan, R.Y.K (2004). "Consumer responses to environmental advertising in China" Marketing Intelligence & Planning, 22(4): 427-437

Diana L. H., and Matulich, E (2013). "Green Advertising and Environmentally Responsible ConsumerBehaviors: Linkages Examined"*Journal of Management and Marketing Research, PP 1-2: Volume 1,*

Delafrooz, N., Taleghani2, M., and Nouri3, B (2014). "Effect of green marketing on consumer purchase behavior" *Delafrooz, Taleghani, Nouri, licensee Bloomsbury Qatar Foundation Journals*

D"Souza, C., Taghian, M., & Lamb, P (2007). "Green Product and Corporate Strategy: An Empirical Investigation, Corporate Communications" *An international Journal, Vol.11, pp.162- 173.*

Davis, M. M,and Jeineke, J (2003). " Managing Service: Using Technology To Create Value. Boston Irvin

Dayan, O., Arnolds, C and Struwig, M (2010). "Empirical Testing Of Kotler's High-Performance Factors To Increase Sales Growth" Acta Commercii

E-Source (2016). "Social and Behavioral Theories" Social and Behavioural Research" Retrieved from www.google. com.ng/ search?q=ecological+ model+pdf

Economic Times Report (2015). "Definition of Market Share" Retrived from www.econom0ctimes.indiatimes.com/definition/market-share on 3th of June, 2016

Gerard, M (2008). "The Best Technology Marketers are Well Versed IN MPM" B2B Magazine.

Haugland, S. H., Myrtweit, I and Nygaard A (2007). "Market Orientation and Performance in the service Industry: A Data Envelopment Analysis" Norwegian School of Economics and Business Administration.

Imkamp, H (2000). "The interest of consumers in ecological product information is growing–evidence from two German surveys" *Journal of Consumer Policy*, 23,193-202.

Kotler P, Armstrong G (2010). "Principles of Marketing" 13th ed. Prentice Hall: New York

Kaplan, R. S., and Norton, D. P (1996). "The balanced scorecard: Translating strategy into action" Boston, MA: Harvard Business School Press.

KPMG (2014). "Sector Report Fast-Moving Consumer Goods in Africa" 2014 KPMG Africa Limited, a Cayman Islands

Lee K (2008). "Opportunities for green marketing: Young consumers" Market Intell Plann. ;26(6):573–586.

Magali A. D., and Laura E. G (2006). "Eco-labeling Strategies and Price-Premium: The Wine Industry Puzzle" Forthcoming Business & Society: University of Califonia

Magnusson, M.K., Arvola, A., Koivisto Hursti, U.-K., Aberg, L., & Sjoden, P.O. (2001). "Attitudes towards organic foods among Swedish consumers" *British Food Journal,* 103, 209-227.

Omidnateghkhoshnoodroohi (2014). "Green Advertising, A New Approach To Generate Wealth"*Interdisciplinary Journal Of Contemporary Research In Business Institute Vol 4, No 7*

OTA (2006). "The OTA 2006 Manufacturer Survey Overview" retrieved from http://www.ota.com/organic/mt.html on 3rd June, 2016.

Opera, J.A and Berchtold, G (2008). "Environment and Development: An Interdisciplinary Perspective. Granada: Afra-Euro Centre For Development Studies

Rex E, Baumann H. Beyond (2007). "Ecolabels: What green marketing can learn from conventional marketing" J Clean Prod.;15(6):567–576

Rahbar E, and Abdul W.N (2011). "Investigation of green marketing tools effect on consumers purchase behavior" Bus Strateg Series; 12(2):73–83

Sammer K., and Wu¨stenhagen, R (2006). "The influence of eco-labeling on consumer behavior results of a discrete choice analysis for washing machines" Bus Strateg Environ. 2006;15(3):185–199.

Tang, E., Gerald E. F., and Clement, S. F. C (2004). Visual and Verbal Communication in the Design of Eco-Label for Green Consumer Products *Journal of International Consumer Marketing, Vol. 16(4)*

Walsh, Bryan (2007) "The Gore Interview" *Time*, Vol. 170 (27), 12/31, 98

Wells, L.E., Farley, H. and Armstrong, G.A (2007) "The Importance of Packaging Design for Own-Label Food Brands" *International Journal of Retail and Distribution Management,* 35 (9), 677- 690