EFFECT OF GREEN MARKETING ON THE PERFORMANCE OF BUA CEMENT FACTORY IN OKPELLA, EDO STATE, NIGERIA (2020-2024)

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ABSTRACT: The need for sustainable business practices, of which green marketing is not an exception among companies, is beginning to gain recognition in developing countries, considering the need to preserve the degenerating ecosystem as a result of numerous economic activities. This study explored the effect of green marketing on the performance of the BUA cement factory in Okpella, Edo State, Nigeria. The specific objectives were to assess the effect of green promotion on the performance of the BUA Cement Factory in Okpella, Edo State, Nigeria, and the effect of green products on the performance of the BUA Cement Factory in Okpella, Edo State, Nigeria. The population of the study is infinite, thereby leading to the adoption of Kothari's (2004) sample determination for an infinite population, including Israel, (2013) 10% attrition, of which a total sample size of 424 consumers was obtained. Primary data collection was carried out with the aid of a closed-ended questionnaire measured on a five-point Likert scale, and the statistical tools used for analysis included reliability tests, normality tests, correlation analyses and multiple linear regressions. The study revealed that green promotion has a strong positive and significant effect on the performance of the BUA cement factory in Okpella, Edo State, Nigeria as the p-value of 0.000 is less than the value of 0.005. Similarly, green promotion has a strong positive but insignificant effect on the performance of the BUA cement factory in Okpella, Edo State, Nigeria considering the p-value of 0.072 greater than the value of 0.05. The study therefore recommends that the management of the BUA Cement Factory in Okpella, Edo State, Nigeria and its other plant located in other parts of Nigeria should not relent but should consistently improve promotional activities that do not constitute waste and air pollution, such as the use of bill boards powered by generators rather than renewable energy, such as solar energy. The management of the BUA Cement Factory in Okpella, Edo State, Nigeria, should always conduct marketing research to ascertain consumer perspectives toward the adverse effects of its output to ensure that the company is not leveraging consumers at the expense of consumer health and longevity, as it pertains to the greening of the ecosystem.

Keywords: Green Marketing, Green Promotion, Green Product, Organizational Performance and Marketing Performance

INTRODUCTION

The increasing demand by consumers and governments, among other stakeholders, for a sustainable ecosystem has led many companies across the globe to begin realizing the need for sustainable business practices. These practises include green human resources, green financing, green management, green procurement and green supply chain management, of

which green marketing is not an exception because the queue of contemporary issues depletes the ecosystem, thereby reducing the quality of the earth for human existence. Martins (2022) explained green marketing as a way of minimizing the adverse effects of marketing operations on the environment. Elsaman et al. (2021) stipulated that the strategy approach called "green marketing" prioritizes the protection of the environment and incorporates it into various commercial operations, such as manufacturing, packaging, and promotion. Saeed et al. (2021) contend that green marketing is a type of advertising that emphasizes ethical issues while concentrating on eliminating environmental difficulties and issues through beneficial economic actions.

Traditionally, marketing entails selling products and services that satisfy consumer needs at a profit, but green marketing involves much more than selling products and services, as it entails defining 'what is green' developing and selling products that provide extra consumer value. Organizations have realized that there is a need for a healthy environment and lifestyle to create and maintain balance and control the natural situation. Green marketing simply means being environmentally conscious during the execution of marketing-related activities. Such actions entail absolute environmental consciousness in product design and production (Azunwo et al., 2020). In addition, green marketing entails a reduction in environmental pollution in the production of goods and services. This involves the beneficial reuse and recycling of materials in marketing activities. Green marketing has been conceptualized as an extension of the societal marketing concept (Amoako et al., 2020).

Today, most types of environmental degradation are the result of mass production, mass consumption and mass marketing of environmentally irresponsible products, which has caused organizations to strategically modify their behavior as a way of addressing new concerns in society (Azunwo et al., 2020). Green marketing has been recognized as synonymous with certain related concepts, including environmental marketing, ecological marketing and sustainable marketing (Qureshi & Mehraj, 2021).

Despite the numerous studies by diverse scholars that have been conducted on green marketing, varying measures and findings still exist. Some of these scholars include Bakshi and Mahajan (2021), who explained that green marketing practices entail such things as green products, green prices, green promotion and green distribution. Martins (2022) stipulated that green marketing practices utilize traditional marketing methods, tools and strategies to create positive impacts on relevant stakeholders in their present and future internal and external environments. The author asserted that several major dimensions of green marketing practices include environmental knowledge, environmental concerns, green pricing decisions, green promotions, green distribution practices, green product decisions, green corporate social responsibility, and the green buying behaviors of consumers and clients. However, the current study adopts two GMPs (green marketing practices), which are green promotions and green products from the Bakshi and Mahanjan measures of green marketing.

According to Zhu and Sarkis (2015), green promotion is a green message that reaches customers through public relations, promotions and advertising activities that connect businesses with customers and raise awareness of green products in consumers' minds. Kumar and Ghodeswar (2015) defined a green product as "a product that was manufactured using toxic-free ingredients and environmentally friendly measures, and which is certified as such by an acknowledged organization.

Organizational performance is considered a description of the success or failure of an organization during the implementation of its main tasks and functions to realize its goals, objectives, vision and mission. It is also associated with achievement within a certain period (Effiyanti et al., 2021). Organizational performance is a broad area of study and has been represented by diverse measures, such as organizational commitment, organizational productivity, organizational effectiveness, organizational efficiency, organizational output and organizational or business growth, among which marketing performance, which involves market share, sales volume, sales revenue, customer satisfaction and customer loyalty, is not an exception.

Marketing performance is concerned with customer satisfaction, customer loyalty, product or service quality, customer memory, temporary costs, sales levels, profits, and market share (Boso et al., 2019). Consumers' preferences and tastes differ from one another, and when a product or service meets their requirements, they tend to derive a certain level of satisfaction, leading to repeated purchases, which in the long run signifies their loyalty to the brand; once customers are loyal as a result of the satisfaction derived, an organization is said to be performing marketing wise.

The current study is motivated by the inability of the traditional marketing mix to address contemporary environmental issues emanating from economic activities, as quality is not sufficient to achieve customer satisfaction and to ascertain the extent of manufacturing companies' compliance with the 2030 United Nations agenda for sustainable development, which has environmental protection as the third pillar. These sustainable development goals include economic growth, social equity, and environmental protection (United Nations, 2016).

Statement of the Problem

Despite the numerous marketing opportunities associated with increasing population, consumption and industrial market activities, the activities of these groups, specifically the industrial sector, such as the cement manufacturing industry, constitute challenges related to environmental degradation and climate change as a result of air pollution, vibration and sound, and water pollution from their operations, which represent threats to a sustainable business terrain and healthy human existence.

The economic activities of man, such as mining, forestation, farming and manufacturing, without the exception of most service providers today, range from local firms to large manufacturing companies, which have, over the years, continued to contribute to the depletion of the ecosystem, representing a major threat to human existence and a sustainable environment for generations to come. However, the adverse outcome of these economic activities can be attributed to the emission of poisonous gases such as carbon iv oxide by machines into the atmosphere, vibrations, and water pollution, among many others, endangering the quality of air exhaled by humans and other living things.

Consequently, consumers are becoming more environmentally conscious and are paying attention to environmental products and services, thereby causing changes in the landscape of competition among firms and stimulating the demand for sustainable production and consumption, as today, most consumable goods produced often utilize a series of preservatives to preserve the longevity of products without taking into consideration the adverse effects on human lives, the use of nonreusable packaging materials and designs,

including waste pushing into streams that are hazardous, inferior labelling and branding, thereby misleading consumers, and unethical advertising, such as misleading information for selfish gains.

Extant litterateurs such as Wahyuningtiyas and Novianto (2023), Nohekhan and Barzegar (2024), Sahioun et al., (2023), and Alwis et al. (2022) have established diverse dimensions of green marketing in relation to various organizational performance measures from diverse geographical locations, sectors, and industries and at different periods. However, to the best of the researcher's knowledge, considering the extensive review of the literature consulted, no study has been carried out on green marketing in relation to marketing performance, specifically (customer satisfaction and customer loyalty), as a measure of organizational performance, and no studies have been conducted using a cement factory as a case study. In light of the aforementioned gaps (geographical gap, institutional gap, variable combination gap and time gap), the current study intends to examine the effect of green marketing practices (green promotion and green products) on the performance of the BUA Cement Factory in Okpella, Edo State, Nigeria.

Objectives of the Study

The main objective of this study is to examine the effect of green marketing on the performance of the BUA cement factory in Okpelle, Edo State, Nigeria, with the following specific objectives:

i. investigate the effect of the Green Promotion on the Performance of the BUA Cement Factory in Okpella, Edo State, Nigeria.
ii. assess the effect of a green product on the performance of the BUA cement factory in Okpella, Edo State, Nigeria.

Statement of Hypotheses

Ho_1: Green promotion has no significant effect on the performance of the BUA Cement Factory in Okpella, Edo State, Nigeria.

Ho_2: The green product has no significant effect on the performance of BUA cement Factory in Okpella, Edo State, Nigeria.

LITERATURE REVIEW

Green Marketing

Green marketing involves the promotion and sale of eco-friendly products and has become an important aspect of business-to-business and business-to-consumer marketing strategies (Prieto-Sandoval et al., 2022). A green marketing strategy includes all activities designed to create and facilitate exchanges to satisfy human needs and wants so that fulfilling these needs and wants involves minimal harmful and destructive environmental impacts (Sepahvand et al., 2023). Bakshi and Mahajan (2021) reported that green marketing practices entail green products, green prices, green promotion, and green distribution. The term "green marketing" refers to the process of emphasizing products or services that are generally environmentally friendly or have been manufactured in such a way as to be environmentally friendly (Alikor

et al., 2022). It involves incorporating sustainability and environmental considerations into a variety of marketing techniques, such as product design, packaging, delivery, and promotions (Kwarto et al., 2022).

In general, green marketing practices involve strategic decisions involving the efficient and effective management of green-based goods and services, green logistics management, green promotion management, green pricing management, green consumption management, and green relationship management, among other relevant marketing management decisions, in addition to considerations of the relevance of environmental issues in exchange transactions and relationships (Al-dmour et al., 2021).
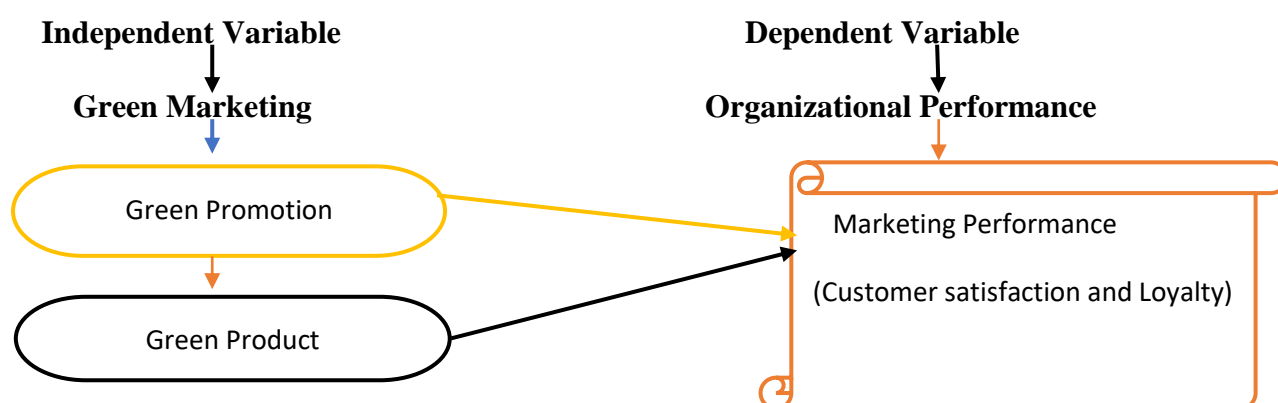
Source: *Researcher's conceptualization, (2024)*

Figure 2.1 Conceptual Model

Green Promotion

Green promotion is a green message that reaches customers through public relations, promotions and advertising activities that connect businesses with customers and raise awareness of green products in consumers' minds (Zhu & Sarkis, 2015). There are various promotion mixes in marketing. Similarly, green promotion consists of sales promotions; direct marketing, public relations, and advertising are some of the means of communication to spread the message of "Go Green". Marketers can allure customers "go green" on the basis of money savings, health benefits and environmental friendliness (Traymbak & Aggarwal, 2019).

Ariffin et al. (2019) explain that green promotion is characterized by the way a firm communicates with customers in terms of its efforts, commitment and performance with respect to environmental preservation. It literally communicates to customers that the products are environmentally friendly and encourages them to purchase. Good communication is considered a demand to achieve a successful green strategy (Dangelico & Vocalelli, 2017), and promoting green communication is an effective tool for informing firms' stockholders about their efforts, commitments, and accomplishments toward sustainability (Mukonza & Swarts, 2019). According to Shabbir & Wisdom (2020), green promotion can be effectively conducted through the green advertising of products and services, as it is deeply connected with influencing consumers' behaviors toward the preservation of the natural environment. Hasan and Ali (2017) stated that the success of green

promotion is a factor that influences firms' performance. They concluded that green advertising must be able to communicate the relationship between products or services and the environment and ultimately enhance the corporate image of companies.

Green Product

Dangelico and Vocalelli (2017) described a green product as a product that strives to protect or enhance the natural environment by conserving energy and/or resources and reducing or eliminating the use of toxic agents, pollution, and waste. Similarly, Suki (2017) posited that the quality of a green product is a product dimension of features, designs and packages that are involved in energy savings, pollution prevention, waste recycling and being environmentally friendly. Madeira (2019) affirms that a green product is a product that can be reused or recycled, uses effective production processes, is biodegradable, minimizes the use of natural resources and has minimal environmental impact. Ariffin et al. (2019) noted that a green product is a product that is produced with fewer resources, less energy and reduced emissions. Leonidou et al. (2015) reported that green products involve adding ecological dimensions to products through the use of recyclable packaging and biodegradable and toxic free materials. A green product can be recycled and does not contain ingredients hazardous to the environment. This strategy involves redesigning products that require greater coordination and communication across the organization, cross-functional units, employees and top management (Jahroh, 2019). Green products involve various key decisional areas, including green branding, green packaging, green packaging and labelling, which are used by managers and companies to gain competitive advantage in today's dynamic marketing environment.

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Organizational Performance

Organization performance is an operational capability that a company has combined with the dimensions of company competitiveness obtained from supply chain integration (Doan, 2020). Company performance is the ability of a company to achieve its goals by using resources effectively and efficiently (Hong et al., 2019). Organizational performance is the achievement of a goal depending on the organization's performance, namely, the ability of an organization to implement strategically and effectively manage the goals of an organization (Salim & Rajput, 2021). Organizational performance is the actual result or output of an organization as measured against the organization's intended output (Sun & Henderson,

2017). Organizational performance is the ability to achieve organizational tasks by using resources effectively and efficiently (Uljanati et al., 2021). Organizational performance is part of the organization's strategy and serves as a guide to determine how the organization will develop over time in an effort to achieve the goals that have been set and measured (Adhi & Aima, 2021). Organizational performance can be defined as the ability to exploit an organization's environment in the acquisition of scarce and valuable resources to maintain its function (Alrowwad et al., 2020). To survive and succeed in modern business, it is essential to compete in a market where customers, inputs, and capital are indicators of organizational performance (Alzoubi & Aziz, 2021). Departments in a company, such as marketing, operations, human resources, and strategy departments, are judged according to their contribution, which is also known as one of the methods used to measure an organization's performance (AlShehhi et al., 2021). This implies that an organization's performance can be evaluated in accordance with the contribution of each unit within the organizational setting without the exception of the marketing department by marketing performance. In line with the various types of organizational performance postulated by diverse authors, the current study therefore applies marketing performance and its metrics in measuring organizational performance.

Marketing Performance

Khalayleh and Al-Hawary (2022) defined marketing performance as the extent to which an organization is able to achieve marketing objectives effectively and efficiently and invests the available resources in creating and developing products and services that meet the aspirations of current and future customers to achieve high levels of satisfaction and loyalty. According to Afriyie et al. (2019), categories consisting of customer satisfaction, sales volume, and profitability are suitable for determining marketing performance. Additionally, Sukardi et al. (2021) assessed the nonmonetary elements of marketing performance in terms of customer satisfaction, customer loyalty, and product quality. Setini et al. (2021) define marketing performance as a company's effort to identify and meet customer needs and tastes. Propheto et al. (2020) evaluated the nonfinancial aspects of marketing performance in terms of customer satisfaction, customer loyalty, and product quality. Marketing performance involves a set of tactical performance parameters, including customer satisfaction, customer retention, profitability and market share (Al-Gasawneh, et al., 2022). Marketing performance refers to a firm's ability to achieve marketing goals and objectives, as one of the goals of marketing is to deliver maximum consumer satisfaction, which often translates to loyalty from customers as a result of repetitive purchases.

Soliha et al. (2021) define loyalty as a positive attitude formed by customers toward a particular brand that makes them intend to purchase in the future from that brand and motivates them to repeat the purchase of the organization's products and services. Suhaily and Darmoyo (2019) defined consumer loyalty as the willingness of consumers to maintain a relationship with a company. While Afriyie et al. (2020) defined customer satisfaction as the feeling generated by the customer after consumption about the effectiveness and ability of the organization to provide products and services that satisfy his needs and satisfy his changing desires. Green customer satisfaction is about satisfying/achieving customers' environmental desires, sustainable expectations and green needs (Suki, 2017). Customer satisfaction occupies a distinct and prominent position within the strategic concerns of organizations, as they realize that achieving high levels of customer satisfaction gives them a strong

justification for continuity and growth, improves their competitiveness, and increases their market share in the volatile business environment (Altarifi et al., 2015).

Empirical Review

Green Promotion and Organizational Performance

Subiantoro and Budidharmanto (2021) examined the influence of green promotion and green products on consumer loyalty at Starbucks Coffee in Indonesia. This study used a sample of 203 respondents processed via multiple linear regression. The results showed that green products and green promotion partially had positive and significant effects on consumer loyalty. Green products have the greatest influence on consumer loyalty. This shows that green products play an important role in increasing consumer loyalty at Starbucks Coffee. Additionally, green promotion can increase consumer loyalty. The study fails to indicate the research design, population of the study, reliability and validity test of the research instrument; hence, there is a need for a similar study to fill the identified gaps.

Hossain and Rahman (2018) examined the influence of green promotion (green advertising, green packaging, eco-labelling, public relation and sales promotion) on the green purchase behavior of Bangladeshi consumers. Data were collected from 310 green consumers in this study. Structural equation modelling (SEM) was used to analyse the data. The study revealed that green advertising, public relations, and sales promotion significantly influence the green purchase behavior of consumers. This work helps marketers understand the importance of green promotion in influencing the green purchase behavior of consumers. The above studies fail to indicate the relationships between the population of the study and sample size, the research design and instrument used, and the version of SmartPLS adopted; hence, a similar study is needed to fill these gaps.

Green Marketing and Organizational Performance

Nohekhan and Barzegar (2024) examined the impact of a green marketing strategy (green product, green distribution, green promotion, and green price) on brand awareness (case study: food exporting companies). The population of the research consists of 345 employees and managers of companies such as Kalleh, Solico, Pemina, Sorbon, Mac, Pol, and Castle, from which 182 individuals were randomly selected as the sample via Cochran's formula. A regression model was used for analysis. This research is practical, and the required data have been collected through a survey and a questionnaire. The research results indicate that (1) a green marketing strategy significantly affects brand awareness. (2) Green products have a significant positive effect on brand awareness. (3) Green promotion has a significant positive effect on brand awareness. (4) Green distribution has a significant positive effect on brand awareness. (5) Green pricing has a significant positive effect on brand awareness. The above study clearly describes the measures for the variables and aligns with the findings. However, the study failed to conduct a pretest of the research instrument used for data collection. The current study intends to conduct reliability and normality tests.

Wahyuningtiyas and Novianto (2023) studied the impact of green price, green promotion, and green place on the Economy of Communities in Tourism Areas through Environmental Sustainability Entering the New Norma. This study uses a data collection method with a questionnaire with a quantitative approach. The population that becomes the object of

research is tourists who visit tourist areas in Malang Raya. The testing strategy in this review is a purposive testing method, and 150 respondents were obtained. The data collection technique uses a questionnaire obtained through Google forms and documentation. The analysis was tested via SEM with the Smart PLS analysis tool. The green price does not directly affect the sustainability of the environment, whereas green promotion and green places directly affect environmental sustainability. Green prices, green promotions, and green places do not have a direct effect on the community economy, whereas environmental sustainability has a direct effect on the community economy. Green prices do not indirectly affect the community economy through environmental sustainability, whereas green promotion and green places indirectly affect the community. Community economy through environmental sustainability. The above study used a robust statistical technique such as structural equation modelling, but the study fails to indicate the relationship between the population and sample of the study, as 150 respondents are inadequate for generalizing the findings. The current study will fill these gaps by sampling a larger population.

Jeremiah and Bonke (2023) examined the effects of green marketing practices (green products, green pricing, and green distribution) on environmental performance at Kisumu Water and Sewerage Company in Kisumu Kenya (KIWASCO). Specifically, this study sought to establish the effects of green products, sustainable distribution, and green pricing on environmental performance. The study is guided by stakeholder theory in correlation study design. The study population consisted of 181 employees of KIWASCO, of which a sample of 25 respondents was drawn via a proportionate stratified sampling technique. The pilot results showed a reliability test of the Cronbach's alpha coefficient, which was between 0.701 and 0.777, and multiple linear regression. The findings revealed that green marketing practices collectively accounted for variation in environmental performance at KIWASCO. Furthermore, the dimensions of sustainable green products and sustainable distribution both had significant positive influences on environmental performance at KIWASCO. In the above study, the respective measures for the independent variables were appropriately measured, but the sample considered from the population of the study was inadequate. Hence, the current study intends to fill these gaps by surveying a larger sample.

Braik et al. (2023) explored the impact of implementing green marketing (green pricing, green promotion, green product and green placement and distribution) on organizational sustainable performance in the Palestinian food industry. To this end, GM pairs and organizational sustainable performance-related data were collected through a questionnaire and analysed via partial least squares structural equation modelling (PLS-SEM). The results show a modest, unstructured quasi-GM strategy. More specifically, both green product and green placement and distribution contribute to enhancing a firm's environmental performance, whereas green promotion enhances economic performance. Additionally, social performance is affected by green placement and distribution. However, green pricing has no significant effect on organizational sustainable performance. This study is among the few studies exploring the impacts of GM on firms' organizational sustainable performance in the context of developing countries, thus adding significant value to the literature by attempting to counter sustainable performance issues in complex business environments. The study fails to state the actual population and sample size used for the study. However, the current study aims to fill these gaps.

Green Product and Organizational Performance

Ariani et al. (2023) conducted a study on optimizing the green product strategy to improve MSME performance in the Penjaringan subdistrict, North Jakarta. The method used was purposive sampling, and the number of respondents used in this study was 100 respondents from UMKM in the food and beverage sector in Penjaringan subdistrict, North Jakarta. The data used were primary data in the form of questionnaires distributed to respondents. The data analysis method used in this study was data analysis with descriptive statistical tests, data quality tests, classical assumption tests, and multiple linear regression analysis tests, which examine variables from the data via IBM SPSS (Statistical Product and Service Solutions) for Windows version 25. The results of research and hypothesis testing revealed that green input in the application of green products has a positive and significant effect on the performance of UMKM, that the green process in the application of green products has a positive and significant effect on the performance of UMKM, and that the green output in the application of green products has a positive and significant effect on the performance of UMKM. The study population used in the above studies is inadequate, no research design was used, reliability and validity tests were not conducted, and the type of questionnaire used for data collection was not stated.

Ma et al. (2018) studied green product innovation and firm performance by assessing the moderating effect of novelty-centred and efficiency-centred business model design in China. These hypotheses are tested on the basis of survey data from 231 traditional manufacturing firms in China. A regression model was used for analysis. The results show that novelty-centred and efficiency-centred business model design themes all play a moderating role in the relationship between green product innovation and firm performance, whereas a fit between green product innovation and the novelty-centred design theme is better for firm performance. The above studies failed to state the relationship between the population size and sample size, and reliability and validity tests were not conducted. In this context, the current study aims to fill the aforementioned gaps.

Theoretical Framework

Stakeholders Theory

Stakeholder theory explains that the management of an organization is expected to perform activities that are considered important by stakeholders and report these activities to the stakeholder. The term stakeholder, according to Gray et al. (2001), states that the stakeholders are groups in the company that may affect or be affected by the activities of the company, among other community stakeholders, employees, governments, suppliers, capital markets and others. "The survival of the company depends on the support of stakeholders, and the support should be sought so that the activity of the company is to seek such support. The more powerful the stakeholders are, the greater the degree to which the company's business adapts. Social disclosure is considered part of a dialogue between a company and stakeholders (Ghozali & Chariri, 2007).

Stakeholder theory states that all stakeholders have the right to be given information about the activities of the company (such as pollution, social movements, and business companies for safety). The main purpose of stakeholder theory is to help corporate managers understand their stakeholder environment and manage it more effectively in the presence of relationships

in their corporate environment. The concept of stakeholder theory helps corporate managers increase the value of the impact of their activities and minimize losses for stakeholders. The focus of stakeholder theory lies in what happens when corporations and stakeholders carry out their relationships. From a moral perspective, stakeholder theory emphasizes that all stakeholders have the right to be treated fairly by the company and that the issue of the power of stakeholders (stakeholder power) is not directly relevant. This theory sees the company not as a mechanism to improve financial returns stakeholders but rather as a vehicle for coordinating stakeholder interests and shows, that management has a fiduciary relationship (lien) not only with some stakeholders but also with all stakeholders. From the stakeholder theory normative view, management should provide balanced consideration of the interests of all stakeholders. When stakeholders have different perceptions so that there is a conflict of interest, the manager should manage the company properly to achieve an optimal balance between them. The managerial perspective of this stakeholder theory aims to explain when the management of a company intends to achieve the expectations of certain stakeholders (in particular, having strength) so that this view is more likely to be an organizational perspective.

This study is anchored in stakeholder theory, as the theory stipulates that a company should consider the interests and expectations of all stakeholders rather than a shareholder to achieve long-term success. Green marketing addresses the environmental concerns of various stakeholders, including customers, employees, investors, regulatory bodies, and the community, and by adopting green marketing practices, organizations can increase stakeholder satisfaction, thereby reducing conflict and improving overall trust and cooperation, leading to better organizational performance.

METHODOLOGY

The study adopted a survey research design. The population of the study is infinite, as the actual number of consumers who directly consume BUA cement products in Okpella, Edo State, could not be ascertained. The study used a nonprobability sampling approach, particularly a purposive sampling technique, as it enables the researcher to obtain the appropriate information from the right respondents who are in the best position to provide their perspectives on the variables under investigation. The study employed primary data sourced from a close-ended questionnaire measured on a five-point Likert scale. The data collected were subjected to normality tests and reliability tests, while the analysis was conducted via correlation and multiple regression analyses with the aid of SPSS software version 28. However, the formula of Kothari's (2004) sample determination for an infinite population was used. Hence, the formula is used to estimate the appropriate sample size.

$$n = \frac{z^2 * p * q}{e^2}$$

where;

n= sample size

z=the value of the standard value of a given confidence level

P= sample proportion

q=1-p e=acceptable error, so in this case, we set

e= 0.05, z=1.96

p= 0.5 q= 0.5, and we obtain

n= $\frac{(1.96)2\ (0.5)\ (0.5)}{(0.05)}$

n= $\frac{0.9604}{0.0025}$ = 384.16

n = 385 samples

According to Israel (2013), 10% of the already calculated sample size can be added to the sample to enable the researcher to administer more questionnaires to increase or obtain a reliable number of questionnaires valid for analysis.

Hence; $\frac{10}{100}$ x 385

= 38.5

Therefore, 385 + 39 = 424 respondents

On the basis of the estimated sample size, 424 samples were considered for the study in order to ensure that a minimum of 385 responses were obtained, because analysing less than the actual sample size will make the essence of adopting the infinite population formula defeated.

Reliability Test

Table 1: Reliability Test

Variables	Cronbach's α	No. of Items
Green Promotion	$\alpha \geq 0.87$	4
Green Product	$\alpha \geq 0.71$	4
Organizational Performance	$\alpha \geq 0.82$	4
Recommended α	$\alpha \geq 0.70$	

Source: SPSS Output, *version 28 (2024)*

Table 2 shows the reliability test through Cronbach's alpha conducted to ascertain the construct reliability. The criterion adopted is from Hair et al. (1998), who opined that the proposed construct reliability assessed should be greater than 0.70.

The model below presents the mathematical relationships among the study variables.

$OPR = \alpha + \beta_1 GPO + \beta_2 GPD + \mu$ ……………1

where OPR = Organizational performance (marketing performance, i.e., consumer satisfaction and loyalty).

GPO = Green Promotion

GPD = Green Product

α is the intercept

β_1, β_2 and β_3 are the parameters to be estimated as the independent variables and, as such, communication and cooperation.

β_0 = Constant

ε = Standard error terms

μ= error term

Data Analysis and Results

Four hundred and twenty-four (424) questionnaires were administered to the target respondents; four hundred and five (405) questionnaires were returned, but only three hundred and ninety-eight (398) questionnaires were appropriately completed and further considered for statistical analysis.

Tests of normality

The study conducted a normality test to ensure that the appropriate statistical tool was applied on the basis of the status of the data collected, as data not normally distributed cannot be analysed via multiple linear regression analysis.

Table 2 Normality Table

	Kolmogorov-Smirnov[a]			Shapiro–Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
GPO	.248	398	.014	.850	398	.062
GPD	.277	398	.044	.868	398	.077
OPR	.284	398	.037	.791	398	.090

    a.   Lilliefors Significance Correction

Source: *SPSS Output, version 28 (2024)*

Table 2 shows the normality test results for the dataset. The Shapiro–Wilk and Kolmogorov–Smirnov tests revealed that the data were normally distributed, as the p values of the respective variables were found to be above the (0.05) threshold. This implies that the study can proceed to test correlations and linear regressions.

Correlation analysis

Table 3 Correlation analysis

Correlations		OPR	GPO	GPD
OPR	Pearson Correlation	1	.882[**]	.401[**]
	Sig. (2-tailed)		.000	.000
	N	398	398	398
GPO	Pearson Correlation	.882[**]	1	.409[**]
	Sig. (2-tailed)	.000		.000
	N	398	398	398
GPD	Pearson Correlation	.401[**]	.409[**]	1
	Sig. (2-tailed)	.000	.000	
	N	398	398	398

**. Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS Output, *version 28 (2024)*

Table 3 reveals that there is a strong positive relationship between green promotion (GPO) and the performance of the BUA cement factory in Okpella, Edo State, Nigeria, at the 5% level of significance, with a correlation coefficient of 0.882. This means that green promotion has a positive and strong relationship with the performance of the BUA Cement Factory in Okpella, Edo State, Nigeria.

Finally, there is a positive but weak relationship between GPDs at the 5% level of significance, with a correlation coefficient of 0.401. This means that the green product has a positive but weak relationship with the performance of the BUA cement factory in Okpella, Edo State, Nigeria.

Regression Results

Table 4 Summary

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.884[a]	.781	.780	.61612

a. Predictors: (Constant), GPD, GPO

Source: SPSS Output, *version 28 (2024)*

Table 4 above shows the coefficient of the regression R^2 with a value of 0.781, which means that 78.1% of the variation in the performance of the BUA cement factory in Okpella, Edo State, Nigeria, can be explained by the Green Promotion and Green Product. The remaining value of (0.219), representing 21.9%, can be explained by other related factors not included in the regression model.

Table 5 ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	537.035	2	268.517	707.371	.000[b]
1	Residual	150.321	396	.380		
	Total	687.356	398			

a. Dependent Variable: OPR
b. Predictors: (Constant), GPD, GPO

Source: SPSS Output, *version 28 (2024)*

Table 5 shows the fitness of the model formulated earlier. Considering the F statistic value of (707.371) with a tabulated p value of (0.000), which is less than the 5% level of significance, i.e., (0.000<0.05). The implication is that the model is well fitted; hence, the study can fail to reject or accept the null hypotheses.

Table 6 Coefficients a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.303	.095		3.175	.002
1	GPO	.876	.026	.865	33.769	.000
	GPD	.041	.023	.046	1.807	.072

a. Dependent Variable: OPR

Source: SPSS Output, *version 28 (2024)*

Table 6 indicates that the coefficient of Green Promotion (0.876) is positive and significant, as the p value of 0.000 is less than the value of 0.050 (0.000<0.050) in enhancing the performance of the BUA Cement Factory in Okpella, Edo State, Nigeria. OPR= 0.303 + 0.876_GPO shows that the performance of the BUA cement factory in Okpella, Edo State, Nigeria, increases by 87.6% for every 1% improvement in the performance of the BUA cement factory in Okpella, Edo State, Nigeria.

Finally, the coefficient of Green Product (0.041) is positive but insignificant considering that the p value of (0.072>0.05) is greater than 5% in enhancing the performance of the BUA cement factory in Okpella, Edo State, Nigeria. OPR= 0.303 + 0.041_GPD shows that the performance of the BUA Cement Factory in Okpella, Edo State, Nigeria, increases by 4.1% for every 1% improvement in green product.

Test of Hypotheses

Ho$_1$: Green promotion has no significant effect on the performance of the BUA cement factory in Okpella, Edo State, Nigeria.

The results from the coefficient table show that green promotion has a coefficient value of 0.876, which implies that green promotion has a positive effect on the performance of BUA cement factories in Okpella, Edo State, Nigeria, as it is statistically significant considering that the probability value of 0.000 is less than the significance value of 5% (0.05). This result indicates that green promotion affects the performance of the BUA cement factory in Okpella, Edo State, Nigeria. The study therefore failed to accept the null hypothesis that Green Promotion has no significant effect on the Performance of the BUA Cement Factory in Okpella, Edo State, Nigeria.

Ho_2 Green Products have no significant effect on the performance of the BUA cement factory in Okpella, Edo State, Nigeria.

The results from the coefficient table show that the green product has a coefficient value of 0.041, which implies that the green product has a positive effect on the performance of the BUA cement factory in Okpella, Edo State, Nigeria, but is statistically insignificant, as the probability value of 0.72 is greater than the significance value of 5% (0.05). This finding shows that green products contribute very little (4.1%) to the performance of the BUA cement factory in Okpella, Edo State, Nigeria, compared with green promotion (87.6%). Therefore, the study failed to reject the null hypothesis, which states that the green product has no significant effect on the performance of the BUA cement factory in Okpella, Edo State, Nigeria.

Discussion of Findings

On the basis of the analysis of the data collected from the field, the major findings reveal that green marketing has a positive effect on the performance of the BUA cement factory in Okpella, Edo State, Nigeria; the specific findings are presented below.

The results of the first finding indicate that green promotion has a strong positive and significant effect on the performance of the BUA cement factory in Okpella, Edo State, Nigeria. The outcome was as a result of the responses gathered from the respondents, who revealed that promotion initiatives by the BUA cement factory include the creation of awareness about the significance and usage of green cement products; promotion initiatives by the BUA cement factory include the creation of awareness about the significance and usage of green cement products; the BUA cement factory encourages consumer participation and feedback through Hosting or sponsoring eco-friendly events, workshops, and campaigns; and the majority of the respondents stated that they lack the financial resources to pay for products promoted as green due to the unfavourable economic realities currently witnessed at the time of this study. This finding aligns with the findings of Subiantoro and Budidharmanto (2021), who posit that green promotion partially has a positive and significant effect on consumer loyalty.

The last finding revealed that the green product has a strong positive but insignificant effect on the performance of the BUA cement factory in Okpella, Edo State, Nigeria, as a result of the responses obtained from targeted respondents: the BUA cement factory does not recycle materials such as packaging materials such as sack after usage, as the company does not promote circular economy principles that reduce landfill waste; the BUA cement factory in Okpella does not sufficiently contribute to a reduction in environmental pollution considering its high carbon footprint, high sound and vibration emanating from heavy duty machines, and

high water consumption during usage in any construction project; and the BUA cement partially practices ethical considerations, such as the ethical sourcing of materials or supporting communities where products are sourced or manufactured, even though BUA cement is not associated with transparency in terms of its environmental practices despite educating consumers about the benefits of choosing environmentally sustainable options. This result contradicts the findings of Ariani et al. (2023), who stipulated that green input in the application of green products has a positive and significant effect on the performance of UMKM.

Conclusion and recommendations

The conclusions drawn from the results of the findings establish that green promotion has a positive and significant effect on the performance of the BUA cement factory in Okpella, Edo State, Nigeria, whereas green products have a positive but insignificant effect on the performance of the BUA cement factory in Okpella, Edo State, Nigeria. This study implies that green product practices have not been strictly adhered to which shows the need for the government of Nigeria to develop and consistently review policies that regulates the activities of the Nigeria industrial sector.

The study therefore recommends the following:

i. The management of the BUA Cement Factory in Okpella, Edo State, Nigeria, and other plants located in other parts of Nigeria should not rely on but should consistently improve promotional activities that do not constitute waste and air pollution, such as the use of bill boards powered by generators but rather adopt renewable energy system, such as solar in powering its promotion devices

ii. The management of the BUA Cement Factory in Okpella, Edo State, Nigeria, should always conduct marketing research to ascertain consumer perspectives toward the adverse effects of its output such as; the chemical reaction of cement product on the human skin and whenever it is inhaled so as to ensure that the company is not leveraging consumers at the expense of consumer health and longevity, as it pertains to the greening of the ecosystem.

Suggestions for Future Research

i. Future research should consider studying the entire factories of BUA cement factories in Nigeria and other cement firms such as Dangote cement factory for a comprehensive study into the state of green marketing practices in the Nigerian cement industry.

ii. New studies in the field of green marketing should adopt financial aspects of marketing performance such as; return on asset, return on equity without the exception of other performance indicators like; market share, organizational commitment and growth

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