

Sustainable marketing approaches and customer satisfaction of selected table water companies in Lagos State

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ABSTRACT

The rising worldwide focus on environmental sustainability has led to organisations incorporating green marketing in their business models which improves customer satisfaction and competitive edge. This research focuses on the relationship between the sustainable marketing approaches, especially green packaging and green product promotion on customer satisfaction in the Nigerian table water market. The research focuses on the four selected table water brands in Lagos State: CWAY, EVA, Aquafina and Nestle Pure Life. The survey design was cross-sectional, and data collection was conducted using an adapted questionnaire for consumers of selected table water brands. Sampling techniques applied were stratified and simple random sampling. Cochran's formula for an infinite population was used to estimate the sample size at 385 respondents. Descriptive and inferential analyses were utilised in the study with structural equation modelling (SEM) applied to test the hypotheses. The result revealed that green packaging and green product promotion exert positive and significant influence on customer satisfaction with path coefficients of 0.534 and 0.477 respectively ($p < 0.001$). The model described 79.7% of the variance in customer satisfaction which is a significant impact of sustainable marketing initiatives on consumer perceptions. The research concluded that table water companies should improve customer satisfaction by adopting environmentally friendly packaging and encouraging environmental initiatives. In practice, the findings can be applied by brand managers who want to enhance market competitiveness through more sustainable strategies.

Keywords: Sustainable Marketing Practices, Customer Satisfaction, Green Packaging, Green Product promotion.

INTRODUCTION

The growing emphasis on environmental sustainability has reshaped the current marketing trends and consumer expectations in modern global markets. Customers have become highly sensitive to the environmental impacts of production and consumption processes in recent years leading to a preference for goods and services that are not only useful but also environmentally friendly (Lee, 2021). This has led companies to integrate sustainable development into their business model as it correlates with the changing values of their customers. As such, green marketing has emerged as an important strategic tool that entails a whole process management and takes into account the needs of both customers and society in a profitable and sustainable process. Companies that embrace green values, particularly those in high-resource industries, will gain operational efficiency, save resources and cater to the environmentally conscious consumer demands (Omowole et al., 2024).

It is one of the fundamental concepts that has been used in the field of strategic marketing literature and practice ever since. It has been extensively studied in the last three decades and there is a strong correlation between customers' satisfaction and brand loyalty, repeat purchases, less price sensitivity, and positive word of mouth behaviours (Dejo et al., 2023). The behavioural outcomes in these ways improve market share and ultimately the financial results of a firm. Organisations that are able to meet their clients' needs consistently will gain a competitive advantage in keeping and selling new business in a very competitive environment.

The differentiation model is important because of quality, reliability, uniqueness, branding and packaging of the product (Ilodigwe, 2024). Packaging no longer serves as just a protective and logistic role, but as a tool for communication to reflect the values of environment, functionality and beauty (Akerele-Popoola et al., 2024). Green packaging which reduces environmental impacts in terms of re-use, biodegradable and recycle packaging materials has become an important part of green marketing that is affecting consumer trust and satisfaction. Moreover, branding products green sends a message of a company's actions for the environment and their sustainability initiatives, influencing consumer attitudes and encouraging sustainable consumption.

Table water sector in Nigeria is one of the areas that are increasingly relevant in the context of sustainable marketing. Demand for safe supply of drinking water that is portable and affordable, has resulted in rapid growth in the industry. New and unregulated manufacturers, though, have made it tougher to compete and well-established brands are seeking to find new ways to make their products stand out and attract customers. Although consumption rate is good, there are still some problems like the delivery of the product is poor, the supply is not regular, customer is not satisfied with the service, and concerned about the quality of the product that affect customer satisfaction (Machová et al., 2022). To counter this, some of the big brands like CWAY, EVA, Aquafina and Nestlé Pure Life are now working on sustainability in their production by switching to eco-friendly packaging and making environmental consciousness the focal point of their campaigns. The result of this study will provide useful inputs for the use of sustainable marketing strategies to improve customer satisfaction in the table water market in Nigeria. Green packaging and eco-friendly product promotion will support industry participants to develop more effective differentiation strategies to boost customer loyalty and competitive advantage.

Environmentally, the issue of the study is green packaging and green product promotion which are the main elements of sustainable marketing. Plastic pollution and waste management are still high profile issues in Lagos State, and understanding the effect of a sustainable package on customer satisfaction will contribute to the current knowledge on the potential for sustainable business practice to safeguard the environment. The same can be said about green products, which encourage companies to take environmental action, and leads to raising consumer consciousness about the environment and environmental consumption behaviours. Meanwhile, this research is consistent with social sustainability because one of the social outcomes of this research is customer satisfaction which is an important element of consumer satisfaction, trust, and perceived value. By reducing the amount of toxic chemicals that are released into the environment, green packaging helps to protect the consumers from toxic chemicals, and it also makes the handling of products easier and healthier. Green promotion also enhances transparency, customer-firm relationships and increases trust of society in a green brand. Therefore, the research is closely related to social and environmental sustainability as it examines the use of environmentally friendly marketing practices which not only can help to save ecosystems, but can also increase consumer

satisfaction, which is one of the key elements for the development of sustainable market economies and social health in the long term.

The world is gradually moving towards environmental sustainability and people are more aware of the importance of their consumption. The level of customer satisfaction in the table water industry in Nigeria is still low and fluctuating. Table water market is competitive in Lagos state with some of the leading brands like (CWAY, EVA, Aquafina and Nestlé pure life). Yet, the issue of product differentiation, customer loyalty, product packaging and product quality perception are common problem areas that continue to plague these companies. While sustainable marketing strategies especially green packaging and eco-friendly product promotion are acknowledged as effective means of improving customer satisfaction, there is little understanding of their application and effects in the table water industry in Nigeria. This is because green packaging can be used to enhance customer satisfaction, ensuring safety and convenience, and communicating environmental responsibility.

Nevertheless, the durability, environmental friendliness, and integrity of table water packaging remain unsatisfactory to many consumers (Akerele-Popoola et al., 2024). The poor quality of biodegradable bottles is one of the complaints that raises concerns about how well the packaging strategies have been able to meet both functional and eco-friendly expectations. Also, advertising messages that emphasise environmental responsibility are usually viewed as unclear, unconvincing, or mismatched with what is perceived as being done (Harvey, 2025).

This lack of connection erodes consumer confidence and limits the potential for promoting green products to significantly impact customer satisfaction levels. The manufacturing, hospitality and general consumer goods industries have been the primary focus of empirical research, such as Akerele-Popoola et al. (2024), Nguyen-Viet (2023), on sustainable marketing in Nigeria, while the table water industry remains under-researched.

Moreover, a previous study on product attributes such as branding, development, and customised packaging has produced variable and even conflicting results regarding their effects on customer satisfaction. Very little attention has been paid to the influence of green strategies, particularly green packaging and green product promotion on consumer satisfaction in markets where environmental awareness is increasing, but structural sustainability practices are still poor.

Therefore, the gap in knowledge about the possibility and mode of significant improvement in customer satisfaction among table water consumers in Lagos State is critical. Such a divide constrains the capacity of industry players to develop competitive strategies that prioritise sustainability and makes it hard for policymakers to develop feasible policies to guide the production of beverages in an environmentally responsible manner. It is therefore necessary to fill this gap to boost customer loyalty, enhance market performance, and foster sustainability-oriented behaviour among rapidly expanding table water companies in Nigeria. This study examined sustainable marketing approaches and customer satisfaction of selected Table Water Companies in Lagos State. The study's specific objectives are to:

- i. To determine the effect of green packaging on customer satisfaction of selected table water companies in Lagos State.
- ii. To examine the effect of green product promotion on customer satisfaction of selected table water companies in Lagos State.

LITERATURE REVIEW

The review summarized the major concepts and theoretical and empirical studies on sustainable marketing approaches and customer satisfaction, in the context of examining how green packaging and green product promotion influence customers in the Nigerian table water industry.

Sustainable Marketing Approach

Bank Sustainable marketing approach is a marketing strategy that consciously incorporates environmental and social issues into the design, promotion and distribution of products. By this way, companies can provide the present customer's needs while ensuring the availability of their needs in the future generations. According to Ahmed et al. (2023), sustainable marketing is an integrative managerial process which aims to achieve ecological, social and economic goals but goes beyond green tactics, and creates strategic capacity that helps to connect the firm's strategy with its sustainability changes. In practice, Machová et al. (2022) suggested that sustainable marketing can be accomplished by green packaging (recyclable or recycled packaging materials and biodegradable materials, lightweighting and design for reusability) and green product promotion (eco-labelling, sustainable product claims transparency and campaigns emphasizing environmental advantages). When consumers believe that the claims are valid and the benefits for the environment are tangible, sustainable marketing strategies will enhance their knowledge about the environment, foster pro-environmental attitudes, and influence their intention to purchase a product and their satisfaction with the purchase, according to Harvey (2025).

Sustainable marketing practices are systematic incorporation of environmental, social and economic aspects within an organization's marketing activities (García-Salirrosas & Rondon-Eusebio, 2022). In essence, sustainable marketing goes beyond marketing, it is marketing that is sustainable, meaning that the production, provision and information about the product or service does not negatively impact the ecological system or generations to come.

Sustainable marketing is about creating practices to resolve the new environmental issues and yet still satisfy the needs of customers and help the business achieve its sustainability objectives. These practices are related to green product designs, green pricing, green logistics, green packaging and green product promotion practices, among others, which are all green oriented practices (Nguyen-Viet, 2023). They want to reduce waste, save resources, limit the impact on the environment and report credible sustainability actions to the consumers. Sustainable marketing strategies are perceived as strategic tools that enable companies to stand out to a certain degree in a fiercely competitive market. When companies consider sustainability in marketing decisions, they are creating added value that will capture the interest of environmentally-minded consumers and drive brand loyalty. These strategies can also give a company a good impression, improve customer satisfaction and show environmental responsibility. Sustainable marketing can be particularly important in industries where plastic waste and environmental safety are significant concerns, such as bottled water, as it demonstrates a company's commitment to sustainability and adapts its practices to meet consumer demand for environmentally friendly products.

Sustainable Marketing Approaches

Green Packaging

Green Packaging is the design and use of packaging materials with minimal life cycle environmental impact. Emphasis on packaging has come to the fore as more and more purchases are made by consumers using self-service methods and where they make the decision on what to buy based on visual

cues. However, if there were no product there would be no packaging, but with the increase in consumption of goods, packaging has become an important interface between the product and the consumer according to Ilodigwe (2024). In retail contexts, packaging today has a dual purpose and it is not only protecting but also a form of a non-verbal advertising, drawing interest, communicating value and playing a part in the buying behavior (Owusu-Ansah, 2022). As the effectiveness of traditional advertising methods decreases and the number of product varieties and variants expands, the importance of packaging becomes even greater. In the crowded market, packaging is one of the most effective means of reaching consumers, as stated by García-Salirrosas and Rondon-Eusebio (2022). With consumers' shortened attention spans, packaging offers instant, tangible information that helps them evaluate the product.

Xiaotong et al. (2024) have demonstrated that product packaging can affect processing fluency, which refers to the ease with which the package is perceived to be understood. Font type, colour contrast, and layout will affect this, with the ease of understanding influenced by the font type, colour contrast, and layout. Srivastava et al. (2022) say even small changes in the appearance can impact brand image, making packaging a critical component of brand equity. There is therefore a relationship between recognition of the brand and packaging and shopping. Communicates product features, signals quality and displays brand name at point of sale.

Nguyen-Viet (2023) believes that packaging can be a critical factor in brand equity, making the product more visible and helping to differentiate it in a crowded market. Packaging is also a factor in consumer behaviour, with younger consumers being more responsive to attractive, environmentally friendly packaging. Well-designed packaging helps consumers make their decisions, as it clearly conveys critical information about the product, mitigates uncertainty and enhances the brand's credibility, according to Shukla et al. (2023). The two significant challenges that must be addressed to achieve wide use of greener packaging are the high initial packaging manufacturing expenses and the scarcity of renewable materials (Runtuk et al., 2024). In the context of this study, green packaging refers to the strategic design and use of packaging product which minimizes negative environmental impact across the entire product lifecycle, from production to disposal.

Green Product Promotion

Green marketing campaigns are playing an important role in sustainable business strategies as consumers are demanding environmentally sustainable products and ethical business practices. Green promotion refers to the act of providing correct environmental information regarding the activities that are being carried out during operational activities that drive customer demand of green products and promote sustainable purchasing behaviour (García-Salirrosas & Rondon-Eusebio, 2022). Green Promotion is a marketing strategy that shows consumers the environmental benefits of services and products, encouraging it to become more eco-friendly (Nguyen-Viet, 2023). Green product promotion is a set of promotion strategies that show corporate social responsibility with regard to sustainability, environmental friendliness, and less carbon emissions (Deshmukh & Tare, 2024). Other products with certified labels under Eco- Labelling are also part of green promotion as a tool of informing consumers on their environmental sustainability status (Wojnarowska et al., 2021). Sustainable Brand Messaging is a marketing strategy that communicates to customers how the brand is sustainable and environmentally responsible. Eco-incentive campaigns are marketing strategies that offer discounts, cashback, and loyalty schemes to consumers who purchase sustainable products and recycle (Owusu-Ansa, 2022). Digital Green Marketing strategy employs online tools such as social media and websites to promote environmentally friendly products and raise consumer awareness of the problem of pollution (Başev, 2022). The concept of sustainable packaging in

advertising will emphasise sustainable marketing practices through promoting biodegradable, recyclable, and reusable packaging materials (Khizerulla & Lavanya, 2024).

Organisations undertake promotional efforts to educate individuals on making environmentally friendly decisions when purchasing and in daily operations (Wandosell et al., 2021). Sustainable promotion through green marketing helps consumers obtain reliable information about products, enabling them to make informed purchasing decisions, while businesses maintain honest sustainability messages. According to Ahmed et al. (2023), green promotion employs marketing communication strategies, such as eco-sensitive messages that appeal to modern, environmentally conscious consumers. Green promotion through strategic implementation allows organisations to highlight the positive environmental impacts of their products, promote sustainable packaging, and share information about corporate environmental initiatives. In the context of this study, green product promotion refers to strategies of marketing and communication efforts which highlight the environmental roles of products and services, encouraging consumers to make sustainable buying decisions.

Customer Satisfaction

Customer satisfaction is defined as the customer's approval of the desired benefits of a product or service and their judgement during the accomplishment phase (Dejo et al., 2023). It can also be explained by evaluating customers' perceptions of the differences between the costs of obtaining the product and its benefits (García-Salirrosas & Rondon-Eusebio, 2022). One of the firm's ultimate goals is to achieve customer satisfaction, not only because it forms the foundation for building long-term relationships but also because it provides protection against uncertain situations (Machová et al., 2022). According to Singh et al., (2023) satisfaction is the degree to which the product or service surpassing the expectations of the customers in contrast to the competitors and satisfying the wants and needs of the customers. Consumer satisfaction is an important concept in marketing and consumer behavior, which encapsulates the degree to which a company's product, services, or service quality meets or exceeds customer expectations. This is an important factor that affects customer loyalty, repeat patronage and brand advocacy. With the growing prevalence of customer-centric strategies in organizations, the intricate nature of customer satisfaction is still an essential area of concern (Akbar, 2024). Customer satisfaction is not just about the immediate goals of the sales person, but is also a key component in the long-term success of the company and a crucial aspect of competitive advantage. The bottled water industry shows a high level of consistency so that the product is of good quality, loyal brand, and good process, which results in increased market share and stable revenue (Awinyo, 2023). In a highly competitive business world, it is essential to have loyal customers as they can help keep the company stable, survive price wars, distribution issues, and competition, and make the company profitable. Water companies can enhance their market advantage on cost and secure a long-term successful business in the bottled water market by adopting traditional service quality and digital innovations as the key retention measures. Finally, Customer satisfaction is dynamic and complex and depends on a number of different attributes: Product attributes, Service quality, Emotional involvement, Ethical considerations. As the demands of the customers keep varying, particularly in matters pertaining to environmental and social factors, it becomes necessary that businesses must adopt holistic practices that incorporate the elements of the environment and social matters in order to guarantee customer loyalty in the long run as well as brand competency.

Underpinning Theory

Sustainability theory explains sustainability as a lens through which organisations have incorporated environmental and social issues in their strategic and operational endeavours. Sustainability

is based on the larger concept of sustainable development that was popularised by the Brundtland Commission and focuses on addressing the current needs without reducing the capacity of future generations to address their needs (World Commission on Environment and Development, 1987). In the business environment, Sustainability Theory states that companies have to strike a balance between the economic performance and the ecological stewardship and social responsibility to be competitive in the long-run (Elkington, 1998; Dyllick & Hockerts, 2002). Sustainability Theory is also being applied in marketing research studies to understand why organisations are adopting environmentally friendly actions like green packaging and promotion of green products. According to the theory, by ensuring the marketing operations of firms are compatible with sustainable values, the firms generate extra value on the stakeholders, boost brand reputation and elevate the outcome pertaining to customers including trust, loyalty and satisfaction (Peattie & Belz, 2010). Eco-friendly initiatives, particularly those visible to consumers, are indicators of corporate responsibility and dedication to environmental safety, which contemporary consumers value.

Sustainability Theory offers a solid explanatory framework to the study of the effect of green packaging and green product promotion on customer satisfaction in the table water companies. Green packaging is also consistent with sustainability concepts because waste is minimised, the harm to the environment is minimised, and the products are safer, which is getting more important to customers when they make a purchase. The satisfaction of consumers is likely to rise when they realise that a company pursues the goal of environmentally-friendly packaging as they are likely to be satisfied because their personal values are in line with the corporate behaviour (Ottman, 2011). Equally, promotion of green products strengthens the concept of sustainability because it conveys the message that a company is dedicated to environmental conservation and good consumption behaviours. According to the Sustainability Theory, open disclosures of sustainable operations have a positive influence on customer perceptions, customer trust, and customer satisfaction as customers admire companies that are concerned with ecological and social wellbeing (Belz and Peattie, 2012). Green promotional messages, including recycling campaigns, minimising plastic consumption, or conserving the environment, in the case of table water companies, allow consumers to connect the brand with sustainability, further enhancing satisfaction.

Sustainability theory is a fitting and efficient theoretical framework for this study because it describes the processes by which sustainable marketing strategies, such as green packaging and green product advertising, influence consumer reactions and satisfaction. By basing the study on Sustainability theory, the research recognises that customer satisfaction is not only based on the product attributes but also on the perceived environmental and social responsibility that the organisation exhibits.

Empirical Review

Garcia-Salirrosas and Rondon-Eusebio (2022) examined green marketing practices linked to various aspects of customer buying behaviour. They followed the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines and conducted their document search in Scopus and Web of Science (WoS). A total of 248 documents were identified (Scopus = 110; WoS = 138), of which 34 were selected. The study found that green marketing practices, environmental awareness, Green satisfaction, Green attitude, Green purchasing intention, Green purchasing preference, Word of mouth, perceived value, Green experiential value, Responsible consumption, Green engagement, Green trust, Green loyalty, and Green purchasing decision are key variables influencing purchasing behaviour. Finally, a sustainable value-generation model, the Green consumption cycle of sustainable value, was proposed. The findings of this systematic review included an overview of the most significant green marketing practices and their relationship to the consumers' purchase behaviour, in addition to proposing a model of

the green consumption cycle. It is strong in its ability to synthesize the global evidence; however, because of the limited nature of the reviews only published studies from Scopus and WoS were included, thus potentially missing out on relevant grey literature. However, it offers a thorough concept with which to be able to comprehend sustainable marketing strategies.

Dejo et al (2023) evaluated the awareness of the customers towards sustainable practices in selected hotels in Lagos State, Nigeria. The hotels selected for the study were divided into four groups of hotels namely International, national, urban and suburban. Primary data was taken as a questionnaire sent to the guests staying in the sampled hotels and secondary data was collected from journals, materials and periodicals. 500 questionnaires were sent out and 403 were returned. Analysis of the results was done by descriptive statistics such as frequency, percentage, mean and standard deviation. Inferential statistical techniques such as Chi-square and logistic regression were used to test the research hypotheses. The findings indicated that the model was statistically significant at the 0.05 level ($\chi^2 = 314.038 > \chi^2 = 0.09$, $p > 0.05$). The energy-saving bulbs, reuse of towels and bed linen, non-smoking rooms, water-saving showers and designs that incorporated elements of the natural environment were some of the sustainable practices identified. The present study aims to explore the awareness of sustainable practices of hotel customers in Lagos through descriptive and inferential statistics. The study does indicate a preference for products with an ecologic component (e.g. LED lights, water efficient showers), however, one of the limitations was that the sample consisted of guests in hotels, and their perspectives may not mirror those of consumers as a whole. Nonetheless, it provides valuable insight into environmental consciousness within a service-based context in Nigeria.

Machova et al. (2022) investigated the effect of green marketing on consumer behaviour in the palm oil products market. The study settled on a questionnaire survey as the most appropriate method for conducting our research. A crosstab and a Pearson chi-square test were used to test our hypotheses. To ascertain the strength of the relationship between the variables, Cramer's V was employed. The study's findings, based on processed data from 527 respondents' datasheets, are presented in the methodology. It was anchored on information gathered among the Slovak consumers in the summer of 2021. The hypothesis H1 (There exists a significant association between the opinion of the consumer in regards to the purchase of the products containing palm oil and the knowledge that the product contains palm oil) and H2 (There is a relationship between the consumer willingness to refuse the purchase of certain products in case it influences the environment negatively and the generational group in which the consumer is a member of) were accepted, yet the association in both instances was weak. The research helps explain why the majority of consumers do not take the time to read the product descriptions on packaging. The study explored the impact of green marketing on the consumer behaviour of palm oil products in Slovakia through the aid of Pearson chi-square and Cramers V to evaluate the associations. In contrast, although the study found significant relationships, the effect sizes were not large enough to indicate practical significance. In addition, the scope is restricted due to the focus on a specific product type as far as generalizability is concerned. However, it contributes to obtaining a glimpse of how environmental information and generational factors affect the purchasing intentions and the need to inform consumers about sustainability is stronger.

Ngirika and Jacob (2024) determined the relationship between eco-friendly marketing and customer satisfaction of food and beverage firms in Nigeria. Infinite population and a sample size of 370 was used because the population of the study was the customers of the food and beverage firms in Nigeria. In determining the sample size, Krejcie and Morgan determining table 1970 was used, 300 questionnaires were accessed and utilised which is synonymous to 81.1. The hypotheses were tested through multiple

regression with the help of the Statistical Tool of Social Science (SPSS). The study results showed that there is a significant correlation between eco-conscious marketing and user satisfaction among food and beverage companies in Nigeria. The study concluded that eco-conscious marketing has emerged as one of the most effective tools for achieving user satisfaction. Even though the findings showed an increment in the level of satisfaction, the research study is prone to cross-sectional design (no cause-effect inferences) and moderate response rate (81.1) risk of introducing non-response bias. However, it enhances the sensitivity of environment-sensitive marketing to improve consumer satisfaction. This study specifically targets table water companies in Lagos State and investigates sustainable marketing approaches, which include green packaging and green product promotion.

Ahmed et al. (2023) conducted a study examining how green attitude, green customer value (e.g., environmental image and perceived value), and the green marketing mix (e.g., product, packaging, price, promotion, and place) influence green purchasing intention. The data was collected using the survey method with a sample of 896 customers who are well aware of the eco-friendly green products and services provided by the various urban centres of the USA. The multivariate analysis of the data is carried out using a structural equation modelling (SEM) approach in SPSS 26 and AMOS 26, and conditional process modelling software. These results have indicated that the green customer value, green marketing mix and attitude has a positive and significant effect on the green purchase intention among the US customers. The study examined the concept of green marketing mix, customer value and psychological benefits on green purchase intention in the US through the SEM. Although the methodology is convincing and the theories have their theoretical basis, the US scenario might restrict the generalisability to the developing economies such as Nigeria. Nevertheless, it successfully shows the effects of an integrated green marketing and consumer attitudes on the purchasing behaviour.

Akerele-Popoola et al. (2024) explored the concept of green and sustainable marketing, questioned the degree of knowledge and application of this practice in Nigerian firms, and evaluated marketing strategies and the impact of this practice on consumer buying and use behaviours using a systematic literature review approach. This systematic review was conducted with PRISMA guidelines based on 20 empirical articles published in the period between 2018 and 2024 and selected after purposive sampling technique by Nigerian authors. The result showed that awareness of green products and green marketing has been growing among Nigerian firms particularly in the oil and gas industry and consumers. This study through a systematic review of the firms in Nigeria has indicated that there is growing awareness and practice of green marketing especially in the oil and gas sector. The weakness is that it was only based on literature with no primary data to determine how the consumers presently feel. However, it highlights the increased topicality of green marketing in Nigeria.

Ilodigwe (2024) established that sustainable marketing campaigns succeed in spreading consumer awareness and involvement regarding sustainability issues in Nigeria, particularly in Lagos State. The research design used was a descriptive survey, which utilised an online survey tool created by the researcher, and the data were gathered from 448 respondents who represented different socioeconomic statuses in the region in the form of a sample of the finite population using Taro Yamane. Data analysis was performed using percentage analysis, independent t-tests, and one-way ANOVA. These data points to the fact that the buyers in Nigeria demonstrate a high degree of attention and desire to buy the goods that are marketed in sustainable marketing campaigns. Moreover, the study has found that gender and monthly income do not play a significant role in consumer engagement or the desire to purchase a sustainable product. In this study, sustainable marketing campaigns in Lagos state and consumer engagement were evaluated. Its advantages are a varied socioeconomic sample and a strong survey design; however, there is

a potential for overestimating actual behaviour through self-reported willingness to purchase. Nevertheless, it proves that sustainable marketing is efficient in interaction with consumers irrespective of their gender or income. In the light of above discussions, the proposed hypotheses are:

H1: Green packaging has no significant effect on customer satisfaction of selected table water companies in Lagos State.

H2: Green product promotion has no significant effect on customer satisfaction of selected table water companies in Lagos State

METHODOLOGY

The research design was a cross-sectional survey, which is appropriate for studying the relationship between variables at a single point in time (Creswell, 2018). The research design will suit the study because it will be used to understand consumers' perceptions and satisfaction levels regarding sustainability marketing practises, including green packaging and green product promotion, among the chosen bottled water brands in Lagos State.

The sample size consisted of consumers of four types of bottled water, including the CWAY, EVA, Aquafina and Nestle Pure Life bottled water, which were selected due to their large market share, large numbers of consumers, and reputations, greatly facilitating the determination of consumer perceptions. These consumers were accessed through conta with the companies which gave access to the distributors. The distributors in turn provided access to retailers, including hotels, restaurants, and cafeterias, where end consumers were served. Therefore, the respondents were regular consumers of these products as identified through the retailers who sell this bottled water at these retail stores. In order to achieve geographic representation, Lagos West senatorial district (Ikeja and Oshodi-Isola LGAs), Lagos central senatorial district (Apapa and Surulere LGAs), and Lagos east senatorial district (Ikorodu and Somolu LGAs) were randomly chosen because they are highly commercial in nature. In every LGA, respondents were sampled using simple random sampling proportional to the number of customers of a specific bottled water brand, with all four brands accorded equal attention. A sample size of 385 respondents with a 5 per cent margin of error was computed using Cochran's (1977) formula, which assumes an infinite population, given the large and indeterminate size of the consumer base. The data were gathered using an adapted version of the questionnaire of Nguyen-Viet, (2023) and Ahmed et al. (2023), organised into demographics, perception of green packaging, perception of green product promotion, and customer satisfaction sections.

The measurement was on a five-point Likert scale from Strongly Disagree (1) to Strongly Agree (5) to quantify consumer attitudes and perceptions. Both descriptive and inferential statistics analogy was utilised in data analysis. Frequencies, percentages, means, and standard deviations were the descriptive statistics used to describe respondents and their perception of sustainable marketing practises. Structural Equation Modelling (SEM) with SmartPLS was used as an inferential analysis tool, thereby enabling simultaneous evaluation of the interrelationships among the latent constructs green packaging, green product promotion, and customer satisfaction.

ANALYSIS AND RESULTS

In this section, the results and findings of the study was based on the collected data analysis. The results are structured according to the purpose of the study with the demographic profile of respondents being the first part of the findings followed by descriptive and inferential statistics of the most important variables.

Table 1: Demographic Characteristics of Respondents

Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	192	49.9
	Female	193	50.1
Age	18–25 years	78	20.3
	26–35 years	142	36.9
	36–45 years	104	27.0
	46 years and above	61	15.8
Occupation	Student	66	17.1
	Business Owner	92	23.9
	Private Sector Employee	139	36.1
	Public Sector Employee	56	14.6
	Others	32	8.3
Senatorial District	Lagos West	128	33.2
	Lagos East	128	33.2
	Lagos Central	129	33.6

Source: Field Survey (2026)

The demographics of the respondents illustrates that the sample has almost equal gender representation, with females (50.1%) slightly with males (49.9%). The distribution of the age group showed that most of the participants fell into the economically active age brackets with 36.9% representing 26-35 years and 27.0% representing 36-45 years, with younger participants (18-25 years) and those aged 46 years or older accounting to 20.3% and 15.8%, respectively. With respect to occupational category, the biggest proportion was occupied by employees of the private sector (36.1%), then business owners (23.9%), and students (17.1%), whereas the proportion of the occupation of the public sector employees (14.6%) and other occupations (8.3%) was lower than that. The sample was randomly selected among the three senatorial districts in Lagos West (33.2%), Lagos East (33.2%), and Lagos Central (33.6%) with a balanced geographical coverage of the study.

Table 2: Descriptive Statistics for Green Packaging

Item	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Std. Dev.
GP1 – Packaging of my most preferred table water is environmentally friendly.	2.1	4.6	12.0	50.9	30.4	4.03	0.89
GP2 – Packaging materials of my most preferred table water can be recycled/reused.	1.8	4.9	10.6	52.4	30.3	4.05	0.87
GP3 – Packaging of my most preferred table water reduces environmental pollution.	2.3	5.1	11.7	48.8	32.1	4.03	0.92

Source: Field Survey (2026)

Table 2 results indicate that the respondents have a very positive attitude towards green packaging in the table water industry. In all three products, over 79 per cent of respondents said the packaging of their favoured brand of table water is eco-friendly, can be recycled, and helps reduce pollution. The standard

deviations are also low and the mean scores of 4.03 to 4.05 further support the high level of agreement, as well as the consistency of responses given by the respondents. On the whole, the consumers are highly aware of and supportive of the sustainability initiative portrayed in the packaging of their favourite brands of table water.

Table 3: Descriptive Statistics for Green Production Promotion

Item	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Std. Dev.
GPP1 – The company of my most preferred table water promotes the use of eco-friendly messages.	1.6	4.2	15.5	51.7	27.0	3.98	0.86
GPP2 – Environmental initiatives of my most preferred table water are often communicated.	2.1	5.4	14.6	49.8	28.1	3.97	0.90
GPP3 – Campaigns of my most preferred table water encourage product safety awareness.	1.9	4.7	13.3	50.5	29.6	4.01	0

Source: Field Survey (2026)

Table 3 showed that the respondents experience the promotion of the table water brands they prefer regarding green products as a rule. In all three items, over three-quarters of consumers responded with agreement, or strong agreement that all these companies are actively communicating the eco-friendly, environmental efforts and green awareness campaigns. The average scores (3.97-4.01) are also indicative of high positive assessments, and the standard deviations are rather low which indicates consistent and stable answers. In general, the results indicate that customers are aware of and value the green marketing campaigns undertaken by the brands they use.

Table 4: Responses for Customer Satisfaction (CS)

Item	SD (%)	D (%)	N (%)	A (%)	SA (%)	Mean	Std. Dev.
CS1 – I am satisfied with the overall quality.	1.3	3.4	10.9	53.2	31.2	4.10	0.82
CS2 – This brand meets my expectations.	1.6	4.1	12.7	50.7	30.9	4.05	0.87
CS3 – I am happy with the products/services.	1.4	3.9	11.6	52.4	30.7	4.07	0.84

Source: Field Survey (2026)

Table 4 shows that customer satisfaction levels with the preferred brands of table water are consistently high. In all three items, more than 83 per cent of participants agreed or strongly agreed that the product quality is satisfactory, the brand meets their expectations, and they are pleased with the products or services provided. The mean scores (4.05-4.10) indicate that overall satisfaction was very high, with a very low standard deviation, suggesting minimal variation in responses. Overall, the results suggest that customers have a very positive outlook toward the brands they use, with slight fluctuation in their satisfaction levels.

Results of Hypotheses Testing

The findings of the structural equation modelling (SEM) analysis showed that the measurement and structural elements of the model worked perfect. In the measurement model, all constructs showed sufficient indicator reliability, as indicated by the outer loadings. The three items (GP1, GP2 and GP3) of Green Packaging were measured using the loadings of 0.879, 0.580 and 0.648 respectively. Although the GP1 contributed the most to the construct, all indicators were statistically significant, suggesting that the

items are a good representation of the concept of environmental packaging practices. Likewise, Green Product Promotion reported high and meaningful Factor loadings for its indicators (0.704, 0.821, and 0.682 for GPP1, GPP2, and GPP3), indicating that the promotional activities of sustainable marketing approaches are consistently quantifiable.

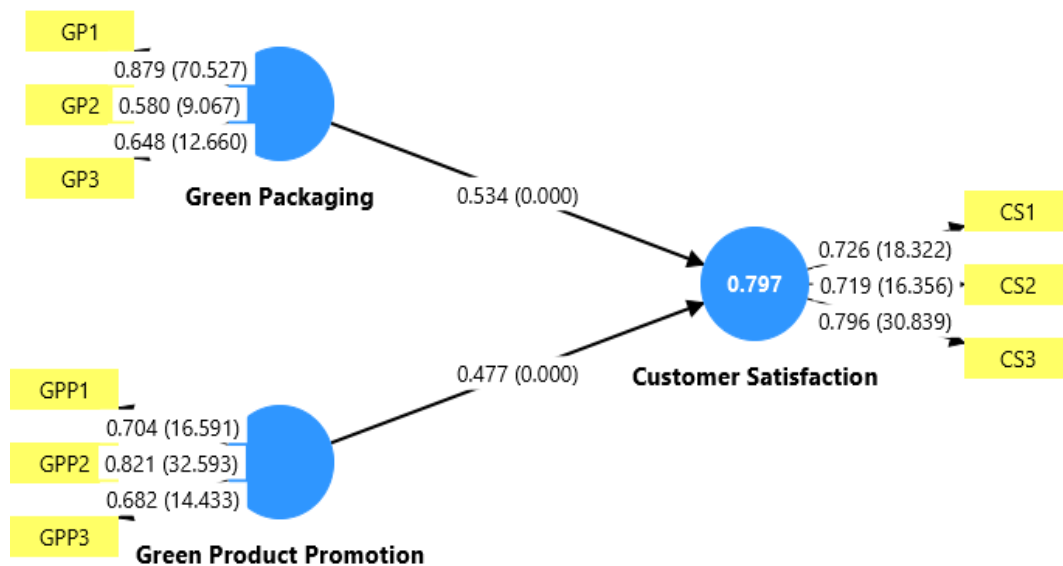


Figure1: Graphical Representation of Structural Equation Model

Customer Satisfaction also showed high indicator reliability, as all three items (CS1, CS2, and CS3) loaded between 0.719 and 0.796, indicating that the respondents' levels of satisfaction are well represented by the indicators. In the case of the structural model, it can be seen that neither Green Packaging nor Green Product Promotion have negative and statistically significant impact on Customer Satisfaction. The path coefficient between Green Packaging and Customer Satisfaction was 0.534 ($p < 0.001$) which indicates that customer satisfaction increases significantly with ameliorations in eco-friendly packaging practices. Similarly, Customer Satisfaction exerted a strong influence on Green Product Promotion, with a path coefficient of 0.477 ($p < 0.001$).

This implies that a promotion that focuses on a company's environmental responsibility and sustainability efforts positively influences customers, making them more satisfied with the brand. The general results of the model have shown the excellent explanatory power with the Customer Satisfaction R^2 at 0.797. It means that Green Packaging and Green Product Promotion explain 79.7% of Customer Satisfaction variance. This relationship strength underscores the need to implement green marketing practices as strategic tools to enhance customer experiences. The aggregate findings indicate that customers respond positively to firms that incorporate ideas of sustainable packaging and eco-oriented promotional communications, thereby supporting the importance of green marketing campaigns for customer satisfaction and overall loyalty.

The composite reliability data suggest that each construct in the study has high internal consistency. The composite reliabilities for Customer Satisfaction, Green Packaging, and Green Product Promotion are 0.792, 0.751, and 0.781, respectively, all of which exceed the generally accepted value of 0.70, indicating that the measures of the different constructs reflect the same underlying concept.

Table 5 results show that customer satisfaction is significantly influenced by green packaging and green product promotion. The path coefficient between green packaging and customer satisfaction, in particular, is 0.534, with a t-test of 12.896 and a p-value of 0.000, indicating a strong, statistically significant relationship. On the same note, the promotion of green products also plays a significant role in customer satisfaction, as shown by the path coefficient of 0.477, t-statistic of 11.435, and p-value of 0.000. These results indicate that introducing green packaging and promotional efforts is likely to positively influence customer satisfaction, underscoring the importance of sustainable marketing in shaping consumer perceptions and reactions.

Table 5: Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Green Packaging -> Customer Satisfaction	0.534	0.536	0.041	12.896	0.000
Green Product Promotion -> Customer Satisfaction	0.477	0.475	0.042	11.435	0.000

Source: Results from smartPLS

The R-Square value of 0.797 for customer satisfaction indicates that the combination of green packaging and green product promotion accounts for approximately 79.7 per cent of the variance in customer satisfaction.

Discussion

Based on the results of this research, it is concluded that, green packaging and green product promotion are two sustainable marketing strategies that have a great influence on the satisfaction of table water consumers in Lagos State. The results of the analysis of structural equation modeling (SEM) show that the effectiveness of Green Packaging ($b = 0.534$; $p < 0.001$) is slightly higher than that of Green Product Promotion ($b = 0.477$; $p < 0.001$) so that Green Packaging plays an important role in improving consumer satisfaction. The findings are consistent with earlier research that reported positive impact of environmental friendly packaging using recyclable, biodegradable or pollution reducing materials on the perceived-value and brand-loyalty of the consumers (Nguyen-Viet, 2023; García-Salirrosas & Rondon-Eusebio, 2022). The research findings indicate that consumers are increasingly considering brands responsible for their environmental impact as a noteworthy differentiator in competitive markets, making greener packaging a key strategy for brands to make a positive environmental impact with their packaging.

The results were based on the Theory of Planned Behaviour (TPB) which highlights the impact of attitudes towards specific behaviors on intentions and the behavioral outcomes themselves (Ajzen, 1991). The correlation between the two variables, Green Product Promotion and Customer Satisfaction is positive and significant in this research, which means that marketing activities that focus on environmental issues have a positive and significant effect on the subjective norms and perceived behavioural controls of consumers, resulting in increased consumer satisfaction. This enables companies to reinforce their intention to act in a way that is good for the environment and also raise awareness among consumers. The results are in line with earlier studies that found that marketing messages that are geared towards the environment can help to create a stronger psychological and behavioural connection between consumers and green brands. Moreover, the relationship between Green Packaging and Green Product Promotion was found to be moderate, with $r = 0.559$, which indicates that Green Packaging and Green Product Promotion seem to be

interrelated but are yet not identical. This is consistent with previous research on the fact that packaging and promotional tactics are complementary but also impact the consumer perception and behavior separately (Machova et al., 2022). In addition, no multicollinearity ($VIF = 1.454$) was found in the model, and therefore, the effect of each predictor on customer satisfaction could be clearly measured.

Last but not least, this study gives empirical evidence to support the claim that sustainable marketing approach is influencing customer satisfaction in the table water industry in Nigeria. Both Green Packaging and Green Product Promotion positively affect the satisfaction level, with the packaging effect being slightly bigger. The results obtained show that the theory of planned behaviour, which states that consumer attitudes and perceptions regarding sustainable actions influence the actual actions that consumers take, and Sustainability Theory, which proposes that embedding environmental responsibility into business practices has a positive impact on long-term value and competitive advantage, are relevant.

CONCLUSION

The study investigated the effect of sustainable marketing strategies; namely, green packaging and green product promotion on customer satisfaction of the sampled table water consumers in Lagos State. The results show that green marketing activities positively and significantly influence customer satisfaction levels, with green packaging having a greater impact. The findings show that, for the competitive table water markets, around 80 per cent of customer satisfaction is explained by these sustainable marketing efforts. The results validate the theoretical underpinnings of The Theory of Planned Behaviour (TPB) which shows that consumers' attitudes and perceptions of responsible environmental practices are directly related to their satisfaction and behavioural intentions. Likewise, the results of the study support Sustainability Theory, which suggests that integrating the concepts of ecological responsibility into the business process create value over time, gain customer loyalty and competitive advantage.

However, in real life, the study highlights the importance of water companies to make use of sustainable marketing in their products and promotions. Companies should consider implementing eco-friendly packaging solutions, such as those that are recyclable, biodegradable, or made from reusable materials, not only to reduce their environmental footprint but also to enhance their brand image and customer satisfaction. In addition, environmental campaigns need to be continuously reinforcing the messages of ecological programs and sustainability messages to strengthen consumers' sense of responsibility with regard to the company and encourage positive behavioural change. Such methods can provide a valuable competitive advantage in a saturated market, and can enable companies to maintain their existing customers as well as gain new customers who care about the environment. Based on the findings, the study recommended that: Companies should continue to adopt and improve environmentally friendly packaging solutions, such as recyclable and biodegradable materials, as this significantly increases customer satisfaction. Firms should actively communicate their environmental initiatives and promote eco-friendly campaigns, ensuring that customers are aware of their sustainability efforts.

Implications of the study

Although this study has been fruitful, there are a few limitations that should be noted. First, the study used a cross-sectional research design as it was conducted a single time to gather data. Therefore, the results are based on the perception and attitudes of the respondents at a particular time and it is possible that the respondents' perception and attitudes could change over time. Second, the study only involved selected Lagos State table water brands and thus, results could not be generalized to other beverage industries and areas in Nigeria. Third, it was using self-reported data from questionnaires that could have been biased (response bias), socially desirable (social desirability bias) and susceptible to participants'

understanding of the concepts of green marketing. Moreover, this study only focused on two dimensions of sustainable marketing practices (green packaging and green product promotion), and other important dimensions that were not studied included green pricing, green distribution, green product innovation and corporate environmental responsibility.

Future Research Directions

Longitudinal research designs are needed in the future studies to investigate the changes in consumer perceptions of the green marketing practices over time and to increase the causality among the variables. The study can also be replicated to other industries other than table water manufacturing in Lagos State, including other manufacturing and service industries, to increase the generalizability of the results. Future research is also needed to consider other dimensions of green marketing practices (e.g., green pricing, green distribution, eco-labelling, green product innovation and corporate environmental responsibility) to gain a complete overview of the sustainable marketing strategies. The potential for the mediating and moderating effects of variables like environmental awareness, green trust, brand image, environmental concern, and consumer loyalty on the link between sustainable marketing practices and customer satisfaction is also recommended for further study. Finally, future research could use mixed method or qualitative analysis to gain a better understanding of consumer perceptions, motivations and behavioural reactions to the use of environmentally friendly marketing strategies.

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