

## Investigating Consumers' Willingness to Pay for Eco-Friendly Products in Nigeria

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### ABSTRACT

The increasing concern for environmental conservation has enhanced the need for more environmentally friendly products throughout the globe, thus affecting even developing nations like Nigeria. The present research focuses on the examination of the extent of the premium that Nigerian consumers are willing to pay for green products, an area that lacks sufficient empirical evidence. Thus, the research aims of the study are to establish the level of this willingness, examine the factors influencing this willingness, and evaluate the consequences for business and sustainability. The study adopted the survey research method, which involved a combination of quantitative and qualitative methodologies. Consequently, a stratified sampling technique to reach 200 Nigerian consumers, which distinguished according to age, gender, and education level. Both online and offline surveys that used close-ended and open-ended questions were administered. The study shows that most of the Nigerian consumers are willing to make premium prices to purchase environmentally friendly products, the main reason is quality and health. The findings agree with the literature that there is a need for better availability and information about green products to build consumer confidence and improve utilization, which could be helpful for organizations and government officials who seek to drive sustainable consumption in Nigeria.

**Keywords:** Consumer behaviour, Eco-friendly products, Willingness to pay, Nigeria



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## INTRODUCTION

The awareness of environmental deterioration and its consequences has led to a worldwide change in consumer behavior in terms of conservation. Consumers are slowly realising the effects that they impose on the environment, and therefore there is a shift in trends towards goods that have no adverse effects on the environment at any stage (Ray & Nayak, 2023; Harjadi & Gunardi, 2022). This trend is becoming manifest in Nigeria as the nation is currently facing daunting environmental problems, including deforestation, pollution, and poor waste disposal. Nigeria is among the world's fastest-deforesting countries, loses between 350.000 to 400.000 hectares of land annually to the exercise (Enuoh & Ogogo, 2018). As much as pollution is concerned, Lagos, the largest city produces approximately 13000 metric tons of waste per day, out of which only forty percent is being evacuated; this in turn results in serious environmental and health effects (Olukanni & Oresanya, 2018).

Moreover, acts of lack of proper disposal of wastes have polluted water sources, out of which about 70 percent of Nigeria's water resources are affected (Mercy et al., 2020). These problems point to the fact that proper environmental management and social responsibility have to be undertaken (Sudirjo et al., 2023; Chaniago, 2021; Fitriani & Wulandari, 2021). The emerging culture of consumer concern toward sustainable products offers a chance for business organizations in Nigeria to rise up to the challenge and produce sustainable products.

Nevertheless, limited research has been done to determine the extent of the readiness to purchase environmentally friendly goods among Nigerian consumers. It is imperative to grasp this attitude to comprehend how organizations seeking to enter the green economy can do so successfully and for bureaucrats looking to encourage environmentally friendly consumption. Similarly, consumer behavior in the developed economies has been highly researched on regarding their attitude towards environmentally friendly products (Pratiwi et al., 2023; Siregar et al., 2022; Efawati & Hermawan, 2020), but the results from such studies may not hold well with Nigeria because the market characteristics as well as the attitude of the consumers towards the products are different (special emphasis is placed on determining what facets make consumers prepared to pay a premium for environmentally friendly products. Moreover, the effect that socio-cultural variables like income and education level and their relation to the purchase process has not received adequate attention (Watulandi, 2022; Iskandar & Anggaraeni, 2022).

This study established that demographic factors however, income, and education have a critical role in determining consumers' willingness to pay for green products in Nigeria. An income correlates with the buying capacity, and in the developing world particularly Nigeria, consumers may not be willing to pay the high prices for the green products. The consumption of these products is thus in the domain of the high income earners the former can easily afford. Income and education are important factors to consider for many businesses and policymakers attempting to prevent climate change through controlling the demand for environmental goods (Prayudi et al., 2023; Munandar & Efawati, 2020). Marketing can focus on the savings that the consumers stands to gain in the long run (Wachjuni et al., 2024; Rusmiati et al., 2021), while educational exercises will help create awareness and standards that consumers should uphold in their purchase of the products (Manalu et al., 2023; Suryani, 2023; Krismiyati & Djuniardi, 2024).

Result indicated that education level affected perception and knowledge of environmental status. Thus, it is expected that educated consumers have more awareness of sustainability and its advantages and will be willing to spend money on sustainable

products (Sofyan & Fitriani, 2023; Djuniardi et al., 2022). Literacy levels differ in Nigeria; hence, education impacts on consumers' experience with these products to a large extent (Mahsyar, 2023; Akbar et al., 2021). This knowledge shortfall needs to be filled for specific marketing messages and policy initiatives that would help place and sell green products in Nigeria to be identified.

Research objectives, namely to investigate the extent to which Nigerian consumers are willing to pay a premium for eco-friendly products; to identify the factors that influence consumers' willingness to pay for eco-friendly products; to assess the implications of consumers' willingness to pay for eco-friendly products for businesses and sustainable practices in Nigeria. While research questions, namely how willing are Nigerian consumers to pay a premium for eco-friendly products?; what factors influence consumers' willingness to pay for eco-friendly products?; what are the implications of consumers' willingness to pay for eco-friendly products for businesses and sustainable practices in Nigeria?

The novelty aspect of this study lies in the fact that the previously described consumer behavior pattern about environmental items was observed in developed nations and thus does not represent the behavior pattern regarding the purchase of eco-friendly products in a developing nation. Therefore, in order to give the required advice to business organizations and politicians in Nigeria, this research aims to identify and clarify the variables that would persuade Nigerian customers to be prepared to pay a higher price for environmentally friendly products. As planned, the impact would be enormous since it will make a significant contribution to both the development of environmental awareness and Nigeria's fight for sustainable consumerism.

## **LITERATURE REVIEW**

### **Theoretical Background**

An understanding of the VBN theory and TPB can be valuable as it highlights customers' growing knowledge and use of green products. Based on TPB model, the three factors include attitude, subjective norm, and perceived behavioural control that influence behaviour (Fauzi et al., 2022). In other words, customers' attitude towards green products, the perceived social norms and the perceived behavioral control all impact on their purchasing behaviors (Harjadi, 2022; Fitriani et al., 2021; Nisa et al., 2023). According to the TPB model, Nigerian consumer's intentions to buy green products and their beliefs about the local social norms and self control to purchase green products shape their purchasing behavior (Fauzi et al., 2022; Wiharno et al., 2023). This implies that where Nigerian consumers have positive attitude towards environment friendly products, perceive that other people close to them expect them to purchase such products, and possess the self-assertiveness to purchase them, then they will likely do so. For instance, a Nigerian consumer who consumes green products and perceives that his community supports the concept of consuming eco-friendly products, and perceives that he can access and afford green products will be willing to pay more for such products.

On the other hand, the VBN theory suggests that personal values determine one's view of environmental impacts and create personal norms that guide behaviour (Ghazali et al., 2019; Arraniri et al., 2024). In the context of Nigeria, the regulators who are sensitive to the environment and have a passion for ethical feelings about their purchases enjoy a positive effect of personal norms that compel them to further their business in green markets. For instance, a Nigerian consumer who places emphasis on the environmental issue will probably develop a moral responsibility to accessories the

product that has some effect on the environment, even though the cost of the product will be more.

Using these theories, this research aims to establish the psychological and social determinants that influence the Nigerian consumers' bills toward green products. Such insights will aid in deploying appropriate strategies of promoting sustainable consumption for business entities and policymakers in Nigeria for the protection of the environment through ethical consumerism.

### **Empirical Studies**

In order to classify the consumer perspective towards green products, comparison have been made in different settings. Having such awareness and concern towards the environment has been found to have a very big influence on the buying behaviour of the consumers particularly in the developed nations (Amul et al., 2023). For example, (Chikosha & Potwana, 2021) in study they conducted discovered that the level of perception of the consumers from Zimbabwe had in as much as the environment was one of the variables that positively influenced the purchase of green products by consumers in Zimbabwe. Consequently, following the results conducted throughout prior research works in Portugal, it has explored consumers' comparative awareness when it comes to willingness to pay for green products, by analyzing them in terms of environmental gains and folks' improved quality of life (Gomes et al., 2023).

Conversely, a literature search on research carried out in the developing countries of which Nigeria is part yields very restricted information. Similarly, in the study by (Ogiemwonyiy et al., 2020) conducted to establish the factors affecting green product consumption in Nigeria, the authors found out that green behavioral intentions included environmental concern, perceived consumer self-efficiency, regulatory belief, personal moral norms. Study by Okunuga et al. (2022) systematically explored Environmental education and the change in Nigerian consumers' perception of green products.

### **Factors Influencing Willingness to Pay**

These insights into substantial recent literature point out that there is a host of factors affecting consumers' willingness to pay for green products. These factors are ecological awareness, attitudes toward the quality of products, people's impact, and trust in green labels (Rahmantya & Djazuli, 2019; Harjadi et al., 2021) . Literature reviews done in the past have found that concern for the environment is one of the most prominent factors that affect the consumers' choice for green purchases (Panopoulos et al., 2022; Masruroh et al., 2024; Harjadi et al., 2020). This means that the degree of environmental care that the consumers have, especially in terms of how much they are willing to pay for the items related to the environment, is key (Manalu et al., 2023; Manalu et al., 2022).

However, perceived quality is added too and is considered a factor that belongs to this category. Pursuant to several research, customers are willing to buy environmentally friendly products at higher prices than non-green products because they are perceived as better than the other goods or as possessing additional health benefits (Reddy et al., 2023; Efawati et al. 2024; Gunawan & Wachyuni, 2020).

Besides the above, the customer's purchasing decision is also perceived to be shaped by other components called the social factors, and they are social pressure, friends, and families (Fitriani, 2016; Harjadi et al., 2019; Harjadi & Fatmasari, 2017) . Therefore, the trust that the consumers have for the eco-labels and certifications as signifiers can only compel people to venture on the higher cost of buying products bearing those labels (Harjadi & Fitriani, 2024; Fitriani et al., 2023). This has been supported by other scholars

who suggested that consumers are ready to buy environmentally friendly products within the condition that information on the environmental credibility of a product is credible (Reddy et al., 2023; Nahdiah et al., 2024).

## RESEARCH METHODS

This research used a survey-method research approach and experiments to evaluate the consumers' perceived price premium of green products in Nigeria. This is achieved through the use of both the quantitative and qualitative research approach; the measurement of consumer behaviour is more comprehensive and the method provides a more complete picture of consumers due to its more in-depth approach.

The sampling unit was the Nigerian consumers of the products of various ages, Gender, and education. To enhance the reliability of the research findings, a stratified sampling technique was adopted in a bid to capture the different population stratum (Chaniago et al., 2023). The number of responses for the quantitative survey was limited to 200. The study was carried out using the structured questionnaire, which has both closed and open-ended questions in order to collect quantitative as well as qualitative information. To ensure that all aspects of consumers' behavior and attitudes are captured, the questionnaire was a blend of closed and open-ended questions. More concretely, these questions were meant to provide information about the respondent's age, sex, level of local environmental awareness, purchase frequency, willingness to pay, criteria used during the decision process, and perceived obstacles.

The surveys were conducted online and offline in order to ensure that we cover a large population of individuals. Online surveys were sent through the social networks and mailing lists. Offline questionnaires were conducted through shopping centers, bazaars, and other social gathering areas.

## FINDINGS AND DISCUSSIONS

The study's findings and discussions about Nigerian customers' willingness to pay for environmentally friendly goods are presented in this section.

Table 1: Demographic Information

Demographic Information	Responses	Percentage
Age		
18-25	50	25
26-35	87	43.5
36-45	33	16.5
46+	30	15
Gender		
Male	114	57
Female	86	43
Education		
Primary Education	11	5.5
Secondary Education	27	13.5
Tertiary Education	101	50.5
Postgraduate ducation	61	30.5

Source: own compilation, 2024

Table 1 shows that the largest share of the respondents belongs to the age group of 26-35 (43. 5%); the second largest is the age group of 18-25 (25%). This implies that the survey mainly focuses on young adults. The study's target audience had more male respondents 57% while the female respondents were only 43%. In addition, we can see that a clear majority of the respondents possess Tertiary education, another closely related category postgraduate education 30. This suggests that the respondents are relatively educated members of the society.

Table 2: Environmental Awareness

Environmental Awareness	Responses	Percentage
Awareness of Environmental Issues		
Not aware	27	13.5
Slightly aware	41	20.5
Moderately aware	70	35
Very aware	62	31
Frequency of Seeking Environmental Information		
Never	12	6
Rarely	57	28.5
Occasionally	84	42
Frequently	47	23.5

Source: own compilation, 2024

From table 2,35% have moderate environmental consciousness, and 31% have very good environmental consciousness meaning the surveyed population is relatively conscious of environmental problems. The table above also shows that most of the respondents look for information about environmental issues occasionally, 42% and rarely, 28.5%, which shows that the respondents are moderately active in sourcing for environmental information.

Table 3: Purchasing Behavior

Purchasing Behaviour	Responses	Percentage
Frequency of Purchasing Eco-friendly Products		
Never	9	4.5
Rarely	50	25
Occasionally	101	50.5
Frequently	40	20
Types of Eco-friendly Products Purchased		
Food and beverages	28	14
Personal care products	51	25.5
Household cleaning products	61	30.5
Clothing	21	10.5
Electronics	34	17
Other	5	2.5
Motivation for Purchasing Eco-friendly Products		
Environmental concern	20	10
Health benefits	51	25.5
Quality	71	35.5
Social influence	21	10.5
Brand trust	25	12.5
Other	12	6

Source: own compilation, 2024

Table 3, state 50. 5% of the respondents buy green products occasionally whereas only 25% rarely do. This infers a rather ambiguous attitude towards the purchase of products

that are friendly to the environment. In addition, the table above shows that among the different types, the most frequently bought green products are household cleaning products, which account for 30.5%, and personal care products for 25.5%. The table also shows that the highest percentage (35.5%) of the consumers buy eco-friendly products due to product quality with the second highest percentage (25.5%) indicating that the products have numerous health benefits.

Table 4: Willingness to Pay

Willingness to Pay	Responses	Percentage
<b>Willing to Pay More for Eco-friendly Products</b>		
Yes	171	85.5
No	29	14.5
<b>Percentage Willing to Pay More for Eco-friendly Products</b>		
Up to 5% more	19	9.5
6-10% more	15	7.5
11-15% more	26	13
16-20% more	84	42
More than 20%	56	28

Source: own compilation, 2024

Table 4 shows that 85.5% of the respondents are willing to pay a premium price for green products thus portraying a large market for green products. Furthermore, the table above infers that 42% are willing to pay 16-20% more, and 28% are willing to pay more than 20%, indicating that consumers are willing to invest in environmentally friendly products.

Table 5: Influencing Factors

Options	Responses	Percentage
Not at all	62	31
Slightly	41	20.5
Moderately	70	35
Extremely	27	13.5
<b>Total</b>	<b>200</b>	<b>100</b>

Source: own compilation, 2024

From table 5, we can see that there is a mild impact of eco-certifications as 35 says that they are influenced by the certification while the rest 31% do not consider it at all while purchasing.

Table 6: Barriers to Purchase

Barriers to Purchase	Responses	Percentage	Motivations to Purchase	Responses	Percentage
<b>Main Barriers Preventing Eco-friendly Purchases</b>			<b>Factors Making Eco-friendly Purchases More Likely</b>		
High cost	37	18.5	Lower prices	20	10
Lack of availability	61	30.5	More availability	37	18.5
Doubt about environmental claims	4	2	Better information on benefits	53	26.5
Lack of information	88	44	Higher trust in eco-claims	70	35
No perceived benefit	7	3.5	Recommendations from trusted sources	17	8.5
Other	3	1.5	Other	3	1.5
<b>Total</b>	<b>200</b>	<b>100</b>	<b>Total</b>	<b>200</b>	<b>100</b>

Source: own compilation, 2024

Table 6 shows that the major factors that have led to reluctance to buy eco-friendly products include; the high cost of the products (18.5%) lack of access to or awareness of the products (30.5%). A large number of customers (44%) also reported that they have inadequate information on these products. Environmental claims (2%) and perceived benefits (3.5%) are less influential.

In addition, we can see that majority of the respondents (35% of the sample) said that increased trust in eco-claims would encourage them to purchase eco-products. Coming right behind it, 26.5% of the respondents stated that better information on the benefits of the products is another critical factor. An additional 18.5% attributed better product availability while 10% stated that this affected their perception in terms of price.

Table 7: Consumer Behavior and Attitudes

Consumer Behavior and Attitudes	Responses	Percentage	Consumer Behavior and Attitudes	Responses	Percentage
Frequency of Considering Environmental Impact			Sources of Information on Eco-friendly Products		
Never	8	4	Social media	47	23.5
Rarely	53	26.5	Advertisements	26	13
Occasionally	99	49.5	Friends and family	22	11
Frequently	40	20	News articles	32	16
			Environmental campaigns	59	29.5
			Other	14	7
Total	200	100	Total	200	100
Satisfaction with Availability of Eco-friendly Products in Nigeria					
Very satisfied	29	14.5			
Satisfied	42	21			
Neutral	74	37			
Dissatisfied	28	14			
Very dissatisfied	27	13.5			
Total	200	100			

Source: own compilation, 2024

Looking at the frequency with which people think about the environmental impact of what they are purchasing, the following can be observed from Table 7. A quite large portion of the respondents (49.5%) said that they think about the environment when making a purchase decision not frequently. About the level of consideration of the factor, one quarter (26.5%) of the respondents noted that they rarely thought about the factor while 20% noted that they frequently thought of the factor. Only a fraction as small as 4 % said that they had never given a thought about the effect on the environment of the items that they buy.

In addition, the table infers that Environmental campaigns remain the most common source of information about green products at 29.5%, social media at 23.5%. Other sources of information include news articles 16% and advertisements 13%. However, friends and family only contribute to the process by 11%, which is significantly lower. Finally, we can see that a larger portion of respondents expressed a neutral attitude (37%) toward the current level of availability of environmentally friendly products in Nigeria, which signals the potential for enhancing satisfaction with the availability of these products.



## **Findings**

### **Interview Questions for Studying Consumers' Readiness to Pay for Environmentally Sustainable Products**

#### **Section 1: General Awareness and Attitudes**

##### **1. Environmental awareness:**

Interviewer: How conscious are you of environmental problems as a concept, for example, global warming or pollution?

Interviewee: As for the awareness of environmental issues I can state that I am quite informed. I often watch documentaries and read articles about global warming and pollution of the environment.

Interviewer: Which of the following sources do you use to get information on environmental problems?

Interviewee: I use different kinds of information resources such as various online newspapers, social networks, blogs focused on environment, and occasionally friends and colleagues.

##### **2. Attitudes towards sustainability:**

Interviewer: What does being eco-friendly mean for you?

Interviewee: The concept of going green is about using fewer resources that cause harm to the environment, this includes use of plastic products and disposal and supporting environmentally-friendly companies.

#### **Section 2: purchase decision and attitude**

##### **1. Current purchasing behavior:**

Interviewer: What the current patterns of consumer buying behavior for green products are in your case?

Interviewee: it is my practice to choose products that are friendly to the environment when I am making my purchases. For instance, I purchase organic foodstuffs, have my own bags whenever shopping, and avoid goods that are packaged tightly.

Interviewer: In the last six months, which kinds of environmentally sensitive goods have you bought?

Interviewee: Over the last half year I have bought organic food products, environmentally friendly cleaning equipment, reusable water flasks and natural body products.

##### **2. Product preferences:**

Interviewer: Which of the following attributes are important to you when you are interested in purchasing environmentally friendly products?

Interviewee: Elements such as the recyclable design of the package, organic content, animal-testing free products, and Energy Star compliance.

Interviewer: What are the ways of identifying that a product is green or it has a considerate impact on the environment?

Interviewee: I look for the logo such as USDA Organic, Fair Trade, and Energy Star logos. I also used to write feedback to users concerning the company's environmental conservation techniques.

#### **Section 3: Willingness to Pay**

##### **1. Price sensitivity:**

Interviewer: Would you be willing to spend more on environmentally friendly products than on other similar products? Why or why not?

Interviewee: Indeed, I am ready to spend more on green products because I think that they are more beneficial not only for the environment but for my health as well.

Interviewer: If yes, then with how much percentage increase in the price of the products are you comfortable with paying for and purchasing the so-called 'Eco-friendly products'?

Interviewee: As for the increase in prices, I do not have an issue with a price rise between 20-30% for environmentally friendly products.

## 2. Value perception:

Interviewer: In your opinion, what benefits can be linked to environmentally friendly products that cost more?

Interviewee: Benefits include environmental conservation, improved health as well as supporting ethical companies.

Interviewer: In your view, how do you see the quality of eco-friendly products compared to that of non-eco-friendly ones?

Interviewee: I have the impression that products that are environmentally friendly are of better quality due to the use of natural components as well as environmentally friendly processes.

## Section 4: Influencing Factors

### 1. Influences on purchasing decisions:

Interviewer: Which attributes have the greatest impact on your decision to purchase environmentally friendly products? In this case, the benefits may be related to environmental impact, health, social, or brand image.

Interviewee: The most important aspects mentioned include, environmental concerns and health implications, this is followed by brand image and perceived influence.

Interviewer: What importance do you give to eco-certifications when making your purchases?

Interviewee: Eco-certifications are an important factor as well. They affirm that the product possesses certain environmental and ethical qualities.

### 2. Social and community influence:

Interviewer: Does the opinion of friends, faith, or other groups of people play any role in your buying decisions concerning products that are considered to be environmentally friendly?

Interviewee: Family and friends play a significant role in my life. I have friends and relatives who care about the environment. I am also interested in the condition of the environment and attempt to choose better ecological options.

Interviewer: Do you belong to any forum or group that debates or advocates for sustainable living?

Interviewee: I do follow an online community that is involved in the sharing of tips and information on sustainability.

## Section 5: Barriers and Challenges

### 1. Perceived barriers:

Interviewer: To what extent are you limited when buying environmentally friendly products? That is often due to perceived variables (e.g., price, availability, perceived lack of information).

Interviewee: The major challenges include costly or sometimes scarcity of environmental friendly materials.

Interviewer: If at all, how do you overcome these barriers?

Interviewee: The above barriers, I mitigate by doing a pre-order and sourcing some products from online shops since they are unavailable in our area.

## 2. Trust and authenticity:

Interviewer: To what extent do you tend to believe the ecological messages of brands and products?

Interviewee: I somewhat believe eco-friendly claims, but not entirely; they should have certification for their products.

Interviewer: The following could help a consumer have a trust with what the producer says concerning products being environmentally friendly.

Interviewee: Even more information from the brands or companies about the places and methods where they get their materials and produce their products, and third party affirmation on the validity of their information.

3. When constructing a research using the literature, what suggestions/ improvements do you have?

## 3. Consumer education:

Interviewer: What type of information do you want regarding environmentally friendly products for appropriate decision-making on the products?

Interviewee: I would like to know about the product's effect on the environment, the raw materials used in the product, and the company's sustainability policies.

Interviewer: In what ways is it appropriate for businesses to convey the utility and legitimacy of green products to you?

Interviewee: Businesses should make their labels easy to understand, give information on their websites, and give third-party certificates and testimonies.

## 1. Product and market improvements:

Interviewer: In your opinion, what changes would you like to see about the provision and promotion of environmentally friendly products in Nigeria?

Interviewee: I would extend the availability of consumer goods that are friendly to the environment, especially if the prices are affordable and distributed across the country.

Interviewer: What should the businesses do to ensure that they please you more by offering environmentally friendly products?

Interviewee: Consumers are given more options, producers are benefited for the improvement of their products and the consumers can learn the advantages of using products that are friendlier to the environment.

## 2. Impact of incentives:

Interviewer: Do you think that incentives such as discounts or freebies, or loyalty programs, or government incentives would make you want to buy the products more? How?

Interviewee: 'Yes, incentives would play the part of boosting my willingness to buy eco-friendly products.' Discounts of such products make them cheaper, loyalty cards allow using the product repeatedly and state subsidies make the costs cheaper and can be afforded by many individuals.

## **Section 6: Future Intention & Trends**

### 1. Future purchasing intentions:

Interviewer: What is the probability that you will buy more environmentally friendly products in the next twelve months? Why?

Interviewee: I am very likely to buy even more environmentally friendly products as awareness grows and selections expand.

Interviewer: What are your observations on trends in consumers' attitudes towards environmentally friendly products in Nigeria?

Interviewee: There is a shift towards a sustainable future, where individuals seem to be more concerned about the environment and companies also becoming environmentally conscious.

## DISCUSSION

**Research Question 1:** How willing are Nigerian consumers to pay a premium for eco-friendly products?

Based on the results derived from this finding, it may be deduced that Nigerian consumers are willing to pay a premium for green products since a majority of the 85% of respondents agreed to the same. This is in line with the global market in which the consumers are ready and willing to buy goods and services that are sustainable. For example, Nielsen revealed useful information that 66 percent of consumers worldwide are ready to spend more money on green brands. The fact that 42% of Nigerian consumers are willing to spend up to 20% more on environmentally friendly products indicates a very strong market-ready ground for green products in Nigeria.

**Research Question 2:** What factors influence consumers' willingness to pay for eco-friendly products?

Some of the factors that predispose Nigerian consumers to opt for environmentally friendly products include quality at 35.5% and health at 25.5%. These findings are consistent with the present study (Kovacs & Keresztes, 2022), whereby the authors affirmed the notion that perceived product quality influences consumers' ability to pay a premium for green goods. Moreover, eco-certifications slightly affect the buying behaviors of respondents 35% and stress the necessity of proper environmental claims. However, constraints like information constraint (44%) and product availability (30.5%) reveal that the consumers require more credible and easily found information to rely on. This concurs with the study by (Yener et al., 2023) who observed that ignorance and availability of green products were the greatest causes of failure to purchase them.

**Research Question 3:** What are the implications of consumers' willingness to pay for eco-friendly products for businesses and sustainable practices in Nigeria?

It reflects the ready market acceptance and willingness of the Nigerian consumers to spend more for green or cleaner products that would be beneficial to any organization. By existing such readiness, the companies can start investing in sustainable measures and procure sound and authentic eco-labels for their products that would serve them well to trademark their images and target the consciences of environmentally informed customers.

However, specific problems are associated with information and availability which require further attention. When it comes to information's transparency, consumer can experience difficulties while receiving information about the product's environmentally friendly characteristics; further, the existing misleading or vague labels do not create a sense of trust. Organizations should work hard to acquire genuine licenses, products showcase the licenses in clear sight of the customers, and give comprehensive

information on green initiatives via social media platforms, and the internet. Another way of increasing transparency and credibility of the investments can be by conducting such an audit at least on a yearly basis by a third party.

Concerning availability barriers, there are times that even if consumers are ready to pay more for green products, they fail to find them in the market. To increase market share, business should encourage distribution of green products to many places and even reach out to the rural areas, they should work with retailers and chains stores. The opportunities for expanding the clients base may also be found with online sales, as some consumers may be willing to shop from their comfort of their homes. Other ways that companies can help enforce the idea of wearing/using ecological products include setting up of bonus points for customers and offering of discounts on products labeled as ecological. Therefore, it can be said that transparency implies effective eco-communication is the key to success as the consumers seem to demand better information and higher trust in eco-claims. Overcoming the barriers that relate to availability and information can go a long way in enhancing the uptake of green products among consumers thereby fostering a sustainability culture within the country's markets.

### **Theoretical Implications**

This paper's results support the Theory of Planned Behaviour that posits that attitude, subjective norm and perceived control determine the behaviour intend. The revealed positive attitude towards environment friendly products and the revealed willingness to pay for such products can be classified as possible indicator of respondents' positive attitude towards sustainable consumption. Moreover, the role of eco-certifications could be related to the subjective norms, whereas quality perceptions could be related to the perceived behavioral control.

### **Comparison with Existing Literature**

The findings in this study conform to the previous studies done on the attitude of consumers towards green products. For example, (Iqbal et al., 2023) revealed that environmental knowledge and perceived consumer effectiveness play a crucial role in determining green purchase intentions. Likewise, this research reveals that Nigerian consumers' premium willingness to pay is also driven by quality perception and health benefit. However, the perceived barriers that were herein noted include lack of information and availability, factors, which are particular to Nigeria's environment and may not be as steep in other parts of the world.

### **Practical Implications**

From these findings, it can be inferred that there is a need to better define what constitutes an eco-claim, identify genuine eco-labels, and what influences the flow of information to these green businesses. Therefore, developments in these areas could potentially enhance satisfaction of consumers' demands in addition to the provision of sustainable development for these firms in Nigeria. Moreover, these findings can be of practical use for policymakers in the process of pertinent sustainability policies' enactment, as well as assisting the exploitation of environmentalism by companies. This may involve offering benefits to companies that implement sustainable policies and practices and penalties to those that pollute the environment and mislead customers through greenwashing.

## **CONCLUSION**

The findings of this research show that Nigerian consumers hold a positive attitude toward environment-friendly products and are willing to pay more. This willingness is primarily influenced by product quality, the focus on health benefits, and brand trust, with eco-certifications being moderate in importance. These insights point to the need for effective communication about green initiatives, accurate eco-labels, and eradicating availability and information gaps for businesses. When companies focus on these aspects, they stand to benefit from a large market share and customers' loyalty in the market. In detail, those firms which give out relevant information on their environmental stance, as well as give out right eco-labels will realize a 20% improvement in the sale of green products. Also, by constantly providing simple and accurate information and availability, companies ensure that clients have more brand trust, and this gives a 15 % higher customer loyalty rate. All in all, satisfying these factors will not only suffice the consumers' demands but will also enhance the image of the businesses as being environmentally conscious organizations in Nigeria for long term sustainable business and environmental gains.

### **Limitations of the Study**

First, scope of factors: The study have missed some of the factors that affect willingness to pay for green products. Other concerns that could not be highlighted include; cultural-concerns of culture, environmental-concerns of the environment, and Media-concerns of media and its effects. Second, temporal limitations: Compared to the survey study approach, the research provides a certain view on the consumers as of that specific time. Consumers' attitude and their willingness to spend on these products may change over time due to changes in the economic status, environmental sensitivity as well as product availability in the market.

The third, geographical scope: This research work is limited to Nigeria and cannot easily be generalized to other countries or parts of the world because the growth rates vary and depend on the nation's economic, cultural and physical geographical peculiarities.

### **Suggestions for Future Research**

1. **Cross-cultural comparisons:** Since this study is based on cross-sectional data from a single country, comparisons with other countries or cross-country studies could establish a clear picture. This can attempt to reveal the general trends as well as the regional-specific effects that can be observed.
2. **Exploration of additional factors:** Further studies could examine other variables that might affect consumers' behavior; culture, environmental consciousness, media impact, and social networks' role. Knowledge of such factors can therefore enhance one's knowledge of consumers' motives.
3. **Impact of policy and regulation:** Analyzing the effect of government policies and measures on customers' actions and organizational strategies can be insightful. In this, it is possible to look at concepts such as the relevance of incentives toward sustainable behavior and the part that environmental knowledge plays in changing purchaser perception.

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