INFLUENCE OF GREEN MARKETING MIX STRATEGIES ON PURCHASE INTENTION AMONG UNIVERSITY STUDENTS IN NIGERIA

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Abstract
The growing concern for environmental sustainability has highlighted the need for effective green marketing strategies, particularly in influencing young consumers' purchase behaviour. Despite increasing awareness of eco-friendly products, there remains limited empirical evidence on how specific green marketing mix elements shape purchase intention among university students in Nigeria. This study addresses this gap by examining the effects of green marketing mix strategies on students' intention to purchase sustainable products. Using a quantitative survey design, data were collected from 493 undergraduate students randomly selected from both public and private universities across Nigeria's six geopolitical zones. Reliability and validity of the measurement instrument were confirmed through Cronbach's alpha, KMO, Bartlett's test of sphericity, and average variance extracted. Regression analysis revealed that green promotion ($\beta = 0.417$, $p < 0.001$), green product ($\beta = 0.233$, $p< 0.001$), and green place ($\beta = 0.205$, $p = 0.001$) significantly influenced purchase intention, while green price had no significant effect ($\beta = -0.028$, $p = 0.670$). The model explained 37.6% of the variance in purchase intention ($R^2 = 0.376$, $F(4,387) = 58.20$, $p< 0.001$). The study contributes to existing empirical literature on green marketing mix effectiveness by clarifying the relative influence of its components, showing that promotional communication, product attributes, and distribution access play a more decisive role than green pricing in shaping sustainable purchase intentions among students.The results provide theoretical insight into green consumer behaviour in emerging economies where environmental concern may not always translate into willingness to pay premium prices. It is recommended that universities and marketers prioritize credible green promotion, accessible product placement, and sustainable product design to enhance environmentally responsible behaviour.

Keywords: Behavioral intention, consumer behaviour, eco-friendly consumption, marketing strategies, sustainability

1.0Introduction

Green marketing has undergone significant evolution since its inception, beginning with the concept of ecological marketing in the 1970s, as introduced by Henion and Kinnear (1976). Initially focused on environmental awareness, green marketing has since developed into a sophisticated approach that integrates sustainability into all aspects of the traditional marketing mix. Today, businesses increasingly adopt the so-called green marketing mix, which incorporates environmentally conscious strategies in product design, pricing, distribution, and promotion,

commonly referred to as green product, green price, green place, and green promotion (Peattie & Crane, 2005; Tamilia, 2009).

Despite the growing adoption of sustainable marketing strategies, global consumption and production patterns continue to generate substantial environmental challenges. In 2022, global electronic waste generation reached an estimated 62 million tonnes, corresponding to an average of 7.8 kilograms per person worldwide. Alarmingly, only approximately 22.3% of this waste was collected and recycled in an environmentally responsible manner, highlighting significant inefficiencies in current production and disposal systems (Baldé et al., 2024). Similarly, food waste remains a critical concern, with global estimates indicating that approximately 1.05 billion metric tons of food are wasted annually. This figure translates to more than one billion meals discarded every day, with households contributing approximately 60% of this waste. The environmental consequences are substantial, as food loss and waste alone account for eight to ten percent of global greenhouse gas emissions, underscoring the urgent need for sustainable consumption and production practices (United Nations, 2025).

Despite increasing awareness of environmental issues in Nigeria, actual green purchase behaviour remains low and inconsistent. Only about 50.5% of Nigerian consumers report buying eco-friendly products occasionally, while a large proportion purchase them infrequently (Philip, 2024). Even though 85.5% of consumers express willingness to pay more for environmentally friendly products, factors such as limited product availability and inadequate information continue to prevent frequent green purchases (Philip, 2024; Sustainable Stories Africa, 2025).This gap between intention and actual behaviour highlights the need for effective green marketing strategies that can influence consumer decisions. Understanding which strategies most effectively encourage sustainable consumption among Nigerian university students is therefore essential, as this group represents a significant segment of emerging environmentally conscious consumers and can provide insights into bridging the gap between awareness and action.

The magnitude of these environmental pressures and inefficiencies prompted international action, culminating in the adoption of the Sustainable Development Goals in 2015. Among these, SDG 12, which focuses specifically on responsible consumption and production, was designed to guide nations and stakeholders toward sustainable resource use, waste reduction, and environmentally conscious production and consumption patterns by 2030. The creation of SDG 12 reflects decades of growing global awareness regarding the environmental impacts of production and consumption, and it represents a coordinated effort to promote sustainable development across economic, social, and environmental dimensions (Küfeoğlu, 2022).

Existing research demonstrates that the green marketing mix can influence consumers' purchase intention and behavior, yet the relative strength of each element remains unclear across contexts. Mahmoud (2018) found a significant overall effect among postgraduate students in Sudan but did not identify which elements were most influential. Similarly, Mahmoud et al. (2024) observed that green price, place, and promotion positively affected repurchase intention in Ghana, while green product was insignificant. In China, Su and Li (2024) reported that promotion, price, and place shaped environmental attitudes, but only products and promotion enhanced purchase intention. Cui et al., (2024) further highlighted those internal motivations, such as moral obligation and environmental knowledge, can moderate the effect of marketing strategies on green behavior.Despite these insights, there is limited understanding of which green marketing mix elements hold the highest influence on purchase intention among Generation Z consumers,

particularly university students in Nigeria, a rapidly growing demographic with increasing environmental awareness.

Africa's population is predominantly youthful, with young Africans projected to constitute 42% of the global youth population and 60% of Africans under 25 (World Economic Forum, 2022). In Nigeria, approximately 70% of the population is aged 30 or younger (UNDP, 2023), making Generation Z a critical demographic for studying responses to green marketing strategies. Their demographic weight and environmental awareness position them as key drivers of sustainable consumption patterns, with the potential to shape future market trends (Halibas et al., 2024). This study therefore investigates the influence of green marketing mix strategies promotion on purchase intentions of Nigerian university students, offering actionable insights for marketers and policymakers to design strategies that effectively promote sustainable consumption among this pivotal cohort.

2.0 Literature Review

Green Marketing Mix

The green marketing mix builds upon the classical marketing mix framework, which organizes decisions around product, price, place, and promotion, providing firms with a structured mechanism to deliver value to consumers while achieving organizational goals. With the growing emphasis on sustainability, scholars have reconceptualized these elements to integrate environmental considerations systematically into marketing decisions. Dangelico and Vocalelli (2017) argue that the green marketing mix extends the traditional framework by embedding ecological responsibility into every decision, requiring firms to balance economic objectives with social and environmental responsibilities to remain competitive in markets that increasingly prioritize sustainability.

Within this framework, green product development occupies a central role as it establishes the foundation for environmentally responsible marketing strategies. Green products are designed to minimize ecological harm throughout their life cycle, from sourcing raw materials to disposal, through the use of recyclable materials, energy-efficient production processes, and reduced packaging. Ottman et al. (2006) emphasize that integrating these attributes into product design not only mitigates environmental impact but also enhances brand credibility. Chen (2010) further notes that prioritizing environmentally friendly product features strengthens consumer trust and reinforces a positive green brand image, aligning with sustainability literature that advocates minimizing ecological footprints across production and consumption stages.

Green pricing and distribution are also crucial to the effectiveness of the green marketing mix. Green pricing accounts for the cost implications of sustainable production processes, including renewable materials, eco-efficient technologies, and responsible supply chain management. Research indicates that consumers are often willing to pay higher prices when they perceive the environmental benefits as credible and meaningful (Nguyen et al., 2019). Green place, or sustainable distribution, focuses on minimizing the environmental impact of logistics through optimized transportation, reduced carbon emissions, and resource-efficient warehousing. Dangelico and Pontrandolfo (2015) highlight that sustainable distribution not only supports environmental objectives but also enhances operational efficiency by reducing waste and resource consumption.

Green promotion represents the communicative dimension of the marketing mix and includes eco-labeling, sustainability advertising, educational campaigns, and environmental reporting. Delmas and Burbano (2011) argue that transparent and credible communication is essential to avoid greenwashing and maintain consumer trust. When integrated with product, price, and place strategies, green promotion ensures that the marketing mix functions as a coordinated strategic framework rather than a set of isolated actions. The alignment of all elements enhances the credibility of environmental claims, strengthens consumer confidence, and contributes to competitive advantage (Leonidou et al., 2013). Moreover, Papadas et al. (2017) assert that firms that effectively embed environmental responsibility into their marketing practices achieve brand differentiation, improved corporate reputation, and enhanced consumer loyalty, demonstrating that the green marketing mix is both a managerial tool for sustainability and a strategic mechanism for creating organizational and societal value.

Purchase Intention

Purchase intention is a central construct in consumer behaviour research because it reflects the likelihood that consumers will engage in a purchasing decision. It represents a conscious plan or willingness to purchase a specific product after evaluating alternatives and captures motivational factors that predict actual behaviour (Chen et al., 2024; Dodds et al., 1991). In sustainability marketing, purchase intention reflects consumers' readiness to support products aligned with environmental beliefs and values, with green purchase intention specifically denoting willingness to purchase products that minimize environmental harm (Chen & Chang, 2012; Joshi & Rahman, 2015). The Theory of Planned Behaviour further explains this process, positing that behavioural intention is shaped by attitudes, subjective norms, and perceived behavioural control, which collectively influence the likelihood of environmentally responsible consumption (Ajzen, 1991; Yadav& Pathak, 2017; Zhu et al., 2024). Empirical studies indicate that positive environmental attitudes, perceived social pressure, and perceived control over purchase conditions significantly enhance green purchase intentions, especially among younger consumers who critically evaluate environmental claims and consider trust, knowledge, and perceived effectiveness when forming intentions (Biswas & Roy, 2015; Sari et al., 2024;).

The relevance of purchase intention is particularly pronounced for Generation Z, including university students, who exhibit strong environmental awareness and digital engagement. Research shows that environmental concern, perceived green value, and social influence significantly shape their intention to purchase environmentally responsible products (Bajar et al., 2024; Fadhilah et al., 2025). University students combine awareness with active consumption, and their purchase intentions are strengthened by environmental knowledge and perceived environmental value, although affordability remains a key constraint (Joshi & Rahman, 2015; Sari et al., 2024). Digital communication channels and social media amplify peer influence and sustainability discourse, reinforcing pro-environmental intentions (Ajzen, 1991;Manalu, 2025; Yadav& Pathak, 2017). Collectively, these findings suggest that green purchase intention among Generation Z students reflects a balance between environmental concern, perceived benefits, social expectations, and practical considerations such as price and product quality, providing a critical framework for examining the impact of green marketing mix strategies on students' sustainable consumption behaviour (Bajar et al., 2024; Biswas& Roy, 2015).

Empirical Review and Hypothesis Development

Empirical studies examining the influence of green marketing mix strategies on purchase intention consistently show that environmentally oriented marketing practices significantly shape

consumers' willingness to purchase sustainable products. Mahmoud (2018) found that among postgraduate students in Sudan, the overall green marketing mix positively affected purchase intention, suggesting that integrated environmental strategies are generally effective in motivating students' sustainable consumption behaviour. This aligns with the findings of Chen and Chang (2012), who demonstrated that green perceived value and green trust positively influenced green purchase intention, highlighting the importance of credibility and consumer confidence in green marketing. Similarly, Cui et al. (2024) revealed that green purchase intention and environmental knowledge positively affected actual green purchase behaviour, with moral obligation partially mediating this relationship. Collectively, these studies suggest that while awareness, trust, and knowledge are important, purchase intention remains the most direct driver of environmentally responsible consumption among students.

Research examining the distinct effects of specific green marketing mix elements further clarifies which strategies are most effective. Mahmoud et al. (2024) in Ghana reported that green price, green place, and green promotion significantly influenced repurchase intention, whereas green product did not; green knowledge moderated the effects of green price and green place. Similarly, Su and Li (2024) in China found that green promotion, green price, and green place significantly influenced environmental attitudes, but only green product and green promotion directly affected green purchase intention, with higher environmental knowledge weakening the attitude–intention link, potentially due to consumer skepticism or green fatigue. Joshi and Rahman (2015) also emphasize that environmental concern, social influence, and perceived consumer effectiveness are consistent predictors of green purchase behaviour, supporting the notion that promotional and accessibility strategies are particularly critical for students who are highly aware of sustainability issues and may evaluate environmental claims critically. Biswas and Roy (2015) further found that younger consumers in emerging economies exhibit stronger pro-environmental attitudes, with environmental knowledge and perceived product quality significantly influencing green purchase intention.

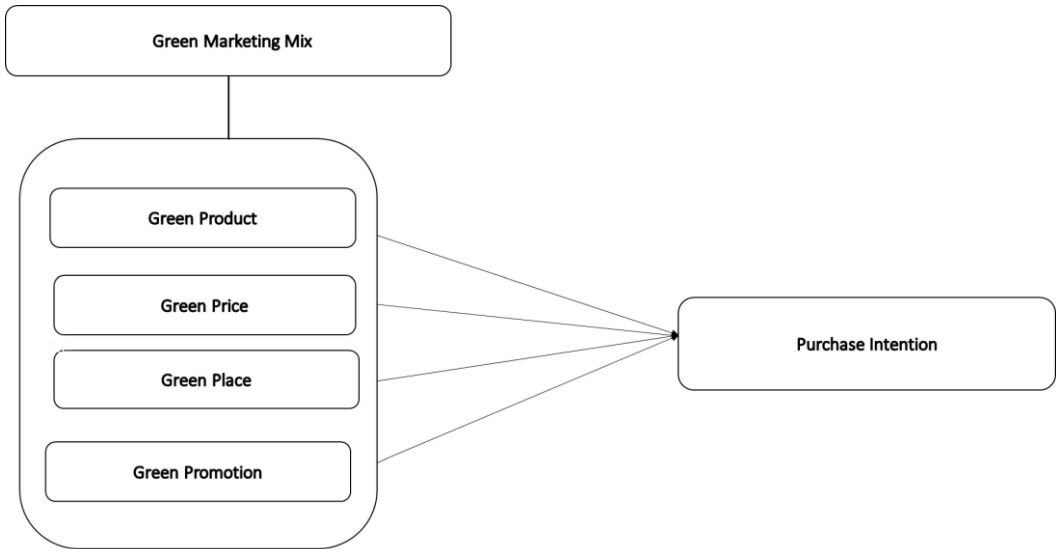
Studies in Nigeria show that green marketing mix strategies significantly influence consumer purchase intentions. Attih (2025) found that green product, price, and promotion positively affect consumer decisions, indicating that well-designed products, fair pricing, and effective promotion encourage sustainable purchases. Nwankwo et al. (2025) reported that eco-labelling and environmental advertising shape consumer preferences for green products, highlighting the importance of clear sustainability information. Achi et al. (2025) found that social media strongly affects undergraduate students' purchase intentions, emphasizing the role of modern promotional channels in influencing young consumers' decisions.

Complementary research on Generation Z and university students further supports these trends. Sambo et al. (2025) revealed that eco-friendly promotional activities such as sustainability campaigns and eco-labelling enhance students' knowledge and attitudes toward green products. Bajar et al. (2024) showed that perceived green value, environmental awareness, and social influence significantly drive Generation Z's purchase intentions. Shang et al. (2024) found that sustainability awareness strengthens the link between environmental attitudes and green purchase intention. Sari et al. (2024) similarly demonstrated that environmental awareness and sustainability knowledge significantly influence purchase intention toward green products. Taken together, these findings indicate that promotion, pricing, and communication strategies are the most influential determinants of green purchase intention among university students, while product attributes alone may be less effective without supporting awareness and information strategies.Li et al. (2024)

demonstrated that strong green purchase intentions often translate into broader pro-environmental behaviours, suggesting that when marketing strategies successfully align with students' values and environmental awareness, they can stimulate both purchase intention and sustainable consumption practices. Fadhilah et al. (2025) similarly reported that environmental awareness and sustainability attitudes significantly increase students' willingness to purchase green products, reinforcing the relevance of targeting university students for green marketing initiatives. Based on the synthesis of these empirical studies, it is evident that green marketing mix strategies collectively influence purchase intention Furthermore, students' environmental knowledge and awareness moderate these effects, highlighting the importance of credible and transparent marketing communication. Consequently, this empirical evidence leads to the formulation of a hypothesis that will guide the present study:

$H_0$1: Green marketing mix strategies do not have a significant effect on the purchase intention of university students in Nigeria.

Figure 1: Researchers' Model



Source: Researcher's Model, 2026.

Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB), developed by Ajzen (1991), provides a robust framework for understanding how behavioural intentions are formed. It posits that intention is influenced by attitude toward the behaviour, subjective norms, and perceived behavioural control. Attitude reflects an individual's favourable or unfavourable evaluation of performing a behaviour, subjective norms capture perceived social pressure, and perceived behavioural control refers to the perceived ease or difficulty of performing the behaviour due to internal and external factors (Ajzen, 2011; Paul et al., 2016). In the context of sustainable consumption, these constructs can be operationalized in relation to green marketing mix strategies. Attitude can be measured through students' evaluations of eco-friendly products, such as perceived usefulness and desirability. Subjective norms can be captured by peer influence, academic discourse, and social media messages promoting sustainability (Naeem et al., 2021; Sari et al., 2024). Perceived behavioural control can be assessed through students' perceptions of product accessibility, affordability, and knowledge about eco-friendly options (Gupta & Ogden, 2009; Nguyen et al., 2021). Empirical

studies show that positive environmental attitudes increase green purchase intention because individuals who believe sustainable consumption yields favourable outcomes are more willing to act (Chen & Chang, 2012; Huang et al., 2023). TPB is highly relevant for linking green marketing mix strategies to purchase intention because eco-friendly promotion, pricing, distribution, and product communication can enhance attitudes, reinforce supportive social norms, and reduce perceived barriers (White et al., 2019). Environmental knowledge and moral obligation can further strengthen these relationships, as students with greater awareness and ethical responsibility demonstrate stronger intentions to purchase green products (Biswas & Roy, 2015; Cui et al., 2024). This operationalization of TPB thus provides a clear theoretical basis for examining how green marketing mix strategies influence university students' purchase intentions.

3.0 Methodology

This study adopted a positivist research philosophy, which assumes that reality is objective and measurable and that knowledge is generated through observable empirical evidence and systematic analysis (Creswell &Poth, 2018; Saunders et al., 2019). Because the aim was to examine the influence of green marketing mix strategies on purchase intention among university students, a quantitative research paradigm was appropriate for operationalizing constructs such as green product, green price, green place, green promotion, and purchase intention into measurable variables suitable for statistical hypothesis testing (Bryman & Bell, 2017). Data were collected using a structured questionnaire adapted from validated scales in prior studies on green marketing and purchase intention (Chen & Chang, 2012; Nguyen et al., 2019; Sari et al., 2024; Sambo, et al., 2025). Prior to full data collection, a pilot study was conducted to assess the reliability and validity of the instrument using Cronbach's alpha, Kaiser–Meyer–Olkin measure, Composite reliability, and Average Variance Extracted, securing psychometric rigor for the constructs under investigation (Table 1). Respondents completed the questionnaire under conditions that ensured anonymity and voluntary participation, with clear information provided about the purpose of the study and their rights as participants, in line with accepted ethical practice in human research (Dillman et al., 2014). Measurement items were anchored on a six-point Likert scale to capture nuanced variations in attitudes and intentions without a neutral midpoint, consistent with best practice in attitude and intention research (Weijters et al., 2010).

The target population comprised all undergraduate students enrolled in accredited Nigerian universities, including both public and private institutions, to ensure broad representativeness of Generation Z learners who are active consumers and exposed to diverse green marketing stimuli. A sampling frame was developed from official enrollment records, and simple random sampling was used so that every eligible undergraduate student had an equal chance of selection, thereby minimizing selection bias and enhancing external validity (Taherdoost, 2016). A sample size of 493 students was determined using established sample size tables and adjusted to compensate for potential non-responses and questionnaire retrieval issues, ensuring sufficient statistical power for regression analysis (Krejcie & Morgan, 1970). Questionnaires were administered online and in person after informed consent was obtained, and proportionate representation from sampled universities was maintained according to enrollment sizes. The collected data were examined for key statistical assumptions including normality, linearity, and homoscedasticity in order to ascertain suitability for inferential analysis. All assumptions were satisfied, as the data demonstrated normal distribution, linear relationships, and homoscedasticity, confirming its suitability for regression analysis.Multiple linear regression analyses, were then applied to test the hypothesized relationships between green marketing mix strategies and purchase intention,

allowing for precise estimation of effect sizes and significance levels in line with best practices in quantitative consumer behaviour research (Field, 2018).

4.0Results and Discussion of Findings

Table 1:
Reliability and Validity

Variables	Cronbach's alpha Coefficient	Composite Reliability	Kaiser-Meyer-Olkin (KMO)	Average Variance Extracted (AVE).
Green Product	.874	.812	.768	.789
Green Price	.956	.786	.877	.661
Green Place	.874	.809	.810	.670
Green Promotion	.831	.854	.865	.641
Purchase Intention	.981	.875	.792	.609

Source: Author's Computation, 2026.

The reliability and validity of the research instrument were evaluated using Cronbach's alpha, composite reliability, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy, and the Average Variance Extracted (AVE). The results indicate that the Cronbach's alpha values for all constructs range from .831 to .981, which exceed the recommended minimum threshold of 0.70, demonstrating strong internal consistency among the questionnaire items (Hair et al., 2019). Similarly, the composite reliability values ranging from .786 to .875 are above the acceptable benchmark of 0.70, confirming adequate construct reliability. The KMO values for the variables range from .768 to .877, which are higher than the minimum acceptable level of 0.60, indicating that the sample is adequate and suitable for factor analysis (Kaiser, 1974). Furthermore, the AVE values range from .609 to .789, exceeding the recommended threshold of 0.50, thereby confirming convergent validity of the constructs (Fornell & Larcker, 1981). Based on these established thresholds in the literature, the results confirm that the measurement instrument possesses satisfactory reliability and validity and is therefore appropriate for the main study.

Table 2:
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613[a]	.376	.369	.66421

Source: Author's Computation, 2026.a. Predictors: (Constant), Green Promotion, Green Product, Green Place, Green Price

The regression model examined the effect of green marketing mix strategies (green product, green price, green place, and green promotion) on university students' purchase intention. The correlation coefficient (R = 0.613) indicates a moderate positive relationship between the independent variables and purchase intention. The model explains 37.6% of the variance in purchase intention (R^2 = 0.376), with an adjusted R^2 of 0.369, suggesting that the predictors provide

a reliable explanation while adjusting for the number of variables. The standard error of the estimate (0.664) demonstrates that the predicted values closely approximate the observed data, reflecting a good level of precision. Based on this model, the null hypothesis that green marketing mix strategies collectively have no significant effect on purchase intention is rejected, as the model demonstrates meaningful explanatory power.

Table 3:
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.706	4	25.676	58.200	.000[b]
	Residual	170.734	387	.441		
	Total	273.440	391			

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Green Promotion, Green Product, Green Place, Green Price

Source: Author's Computation, 2026.

The ANOVA table evaluates whether the regression model significantly predicts the dependent variable. The model produced an F-statistic of 58.200 with a p-value of 0.000, indicating that the regression relationship is statistically significant at the 0.05 level. The regression sum of squares (102.706) represents the variation in purchase intention explained by the model, while the residual sum of squares (170.734) reflects unexplained variation.

Table 4:
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.609	.270		2.256	.025
	Green Price	-.028	.065	-.025	-.426	.670
	Green Place	.205	.064	.186	3.218	.001
	Green Product	.233	.063	.194	3.723	.000
	Green Promotion	.417	.061	.370	6.869	.000

Source: Author's Computation, 2026.a. Dependent Variable: Purchase Intention

The coefficients table provides insight into the specific influence of each green marketing mix element on students' purchase intention. The constant (p = 0.025) represents the baseline level of purchase intention when all independent variables are held at zero. Among the predictors, green price had a negative but non-significant effect (β = -0.025, p = 0.670), indicating that variations in price strategies do not significantly influence students' purchase intention within this sample. In contrast, green place positively influenced purchase intention (β = 0.186, p = 0.001), suggesting that the accessibility and availability of green products are important determinants of students' intention to buy sustainably. Green product also had a positive and statistically significant effect (β = 0.194, p< 0.001), demonstrating that environmentally friendly product attributes enhance students' willingness to purchase green products. Finally, green promotion had the strongest effect

on purchase intention ($\beta = 0.370$, $p < 0.001$), highlighting the critical role of promotional strategies such as eco-labelling, sustainability campaigns, and persuasive communication in shaping students' environmentally conscious consumption behaviours. Collectively, these results indicate that while promotion, product features, and placement significantly drive purchase intention, price does not exert a meaningful effect in this context.

Discussion of Findings

The findings indicate that green marketing mix strategies influence university students' purchase intention in nuanced ways. Green promotion emerged as the most influential element, suggesting that strategically designed campaigns, eco-labels, and targeted messaging enhance students' attitudes toward sustainable consumption. This supports prior research (Sambo et al., 2025; Mahmoud, 2018), which shows that credible, visible, and value-oriented communication strengthens students' motivation to act on environmental values. Green product attributes also shaped purchase intention, highlighting that tangible environmental qualities such as eco-friendly materials, sustainable packaging, and energy-efficient production enhance students' perception of product authenticity and the feasibility of making environmentally responsible choices (Chen & Chang, 2012; Cui et al., 2024). Similarly, green place, reflecting product accessibility and distribution channels, positively affected intention, indicating that convenient availability reduces barriers and facilitates environmentally responsible purchases (Mahmoud et al., 2024; Su & Li, 2024).

In contrast, green price did not significantly influence purchase intention, which may reflect the limited purchasing power and income constraints typical of university students. For many students, the perceived economic cost of green products may not outweigh the environmental or ethical benefits, suggesting that attitudinal and social influences are more salient than price considerations (Bajar et al., 2024; Sari et al., 2024). The results indicate that promotion, product, and place interact to strengthen favourable evaluations, social influence, and perceived ease of acting on green intentions, whereas price alone is insufficient to drive behaviour. These findings align with consumer behaviour theory by demonstrating that motivation, perceived value, and accessibility are critical drivers of purchase decisions, emphasizing that green marketing strategies should focus on awareness-building, credible communication, and product availability to effectively encourage sustainable consumption among young consumers.

5.0 Conclusion and Recommendations

This study demonstrates that green marketing mix strategies exert significant and nuanced effects on university students' purchase intention in Nigeria. Green promotion emerged as the most influential factor, followed by green product and green place, while green price was not significant. These results suggest that environmentally oriented messaging, credible product attributes, and accessible distribution channels are critical drivers of sustainable consumption intentions among students. Collectively, the findings confirm that integrated green marketing efforts can effectively foster environmentally responsible purchasing behaviour in this demographic.

Implications

The findings hold important implications for marketers and policymakers. Emphasizing promotional strategies that communicate sustainability benefits, ensuring the authenticity of green product attributes, and optimizing product accessibility are likely to increase green purchase intention. Price considerations may be less critical for environmentally conscious students, indicating that value-driven communication and convenience are more effective levers for

influencing behaviour. Universities and student-focused organizations can leverage these insights to design awareness campaigns that strengthen pro-environmental attitudes and behaviours.

Recommendations

Marketers should focus on eco-friendly promotional campaigns, transparent communication of product sustainability, and ensuring that green products are easily accessible both on campuses and through online platforms. Universities can support these efforts by integrating sustainability messaging into student programs, workshops, and awareness campaigns to strengthen environmental knowledge and positive attitudes toward green consumption. Policymakers should develop and enforce guidelines that promote availability, standardization, and credible labelling of environmentally friendly products, while incentivizing firms to adopt sustainable marketing practices. By tailoring strategies to each stakeholder, these actions can collectively enhance students' awareness, motivation, and ability to act on green purchase intentions.

Limitations and Suggestions for Further Studies

This study is limited to undergraduate students in Nigerian universities, which may constrain the generalizability of findings to older consumers, other educational contexts, or international populations. The use of self-reported purchase intention may not fully capture actual green buying behaviour, and the cross-sectional design restricts causal interpretation. Future research could examine how these intentions translate into actual purchases, considering moderating factors such as religious beliefs, which may shape ethical consumption, and broader demographic variables including age, income, and regional diversity. Comparative studies across countries or student populations with varied socio-cultural backgrounds could provide a more comprehensive understanding of green marketing effectiveness.

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