EFFECTS OF GREEN MARKETING STRATEGIES ON
CONSUMER PURCHASES DECISIONS IN RETAIL SECTOR:
A CASE STUDY OF NAKUMATT SUPERMARKETS

BY
SARAH W. WANJIRU

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

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EFFECTS OF GREEN MARKETING STRATEGIES ON CONSUMER PURCHASES DECISIONS IN RETAIL SECTOR: A CASE STUDY OF NAKUMATT SUPERMARKETS

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A Project Research Submitted to the Chandaria School of Business in Partial Fulfilment of the Requirement for the Degree of Masters in Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

SUMMER 2017
DECLARATION

This research proposal is my original work and has not been submitted for degree in any other university.

Signature_________________________ Date____________________

SARAH WAMBUI (647529)

Supervisor’s Declaration

This research Project has been submitted for examination with my approval as university Supervisor.

Signature_________________________ Date____________________

Dr. Kefah Njenga

Signed: __________________________ Date:____________________

Dean, Chandaria School of Business
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ABSTRACT

This study sought to establish the impact of green marketing on consumer buying behavior in retail shopping. This study will be guided by the following objectives: To establish the impact of green labeling on consumer purchases at Nakumatt supermarket; To determine the influence of eco-branding on consumer purchases at Nakumatt supermarket; To determine the influence of environmental advertisement on consumer purchases at Nakumatt supermarket; To determine the factors used by firms (marketing mix element) to influence them purchase eco-friendly products.

The study adopted a descriptive cross sectional survey and the target population for this study consisted of employees in the Nakumatt village Market, Nakumatt Junction and Nakumatt Mega branches in Nairobi County. Using the sampling formula and with a 95% confidence interval a sample of 138 respondents was drawn. Primary data was collected using semi-structured questionnaires with both close ended and open-ended questions. Descriptive statistics was applied to analyze the data collected. The study also adopted a multiple linear regression and Pearson correlation analysis to establish the relationship between variables of interest.

The findings on the first objective established that most respondents agreed that branding of the goods and services affects my purchasing decisions, consumers’ willingness to purchase green might be rooted in their passion for the environment. In addition, the attitudes and buying behavior of consumers also affect purchasing decisions. Price also influences purchase of Eco labeled products and packaging has an effect on purchasing decisions. While most of the respondents also prefer buying products that have environmental labelled packaging and all packaging in the supermarket is done using green packaging products. The correlation established was a positive one between consumer purchasing and eco labelling.

The findings on the second objective established that most of the respondents agreed that environmental advertising add product value, and the company creates social awareness on environmental protection. It was also established that social media is actively used to advance green marketing and most respondents use products which are harmless to the environment. It was also agreed that social media has the green marketing messages and environmental advertising has effects on consumer purchases.
The findings on the third objective established that most respondents agreed that the company’s uses eco brand image that is easily noticeable and they were able to differentiate harmful and unlawful products. The company was also found to create social awareness on environmental protection and social media has the green marketing messages. Most of the respondents also agreed that they love green brands because they are more natural. In addition, use of Eco-brands has influenced my purchase decision and green brand have high consumption rates.

The study concluded that the firm had adopted green packaging products for its products and this has in a way influenced the purchasing decisions made by customers. While firms have concentrated on undertaking green marketing its the consumers’ willingness and passion to make green purchase that really matters. From the findings, it can be inferred that most of the products sold at the retail store are recyclable and therefore harmless to the environment. Despite this, environmental advertising leads to addition of product value and directly impact the volume of consumer purchases. Most of the clients are well informed enough to be able to differentiate harmful and unlawful products. of Eco-brands influences purchase decisions and consumption rates.

It was recommended that Retailers should continue packaging using green packaging products in order to have an impact on the purchasing decisions. The company need to continue supplying products which are harmless to the environment and to create awareness there is a need for pursuit of environmental advertising through social media platforms which has overtime been used to actively advance green marketing. It was also recommended that Use of Eco-brands has an influence on purchase decision and therefore there is a need for the retail chain to adopt green brand.

To be able to take this outcome to be a representative of the retail sector in Kenya, further studies need to be done on the other major retail chains as well. In addition, other studies can also be done to establish the challenges faced while implementing green marketing and the benefits of green marketing practices to the establishments.
ACKNOWLEDGEMENT

I would like to express my sincere gratitude to the almighty God for his sufficient grace, and secondly is to my Lecturer.
DEDICATION

I dedicate this research Proposal to my husband James Okitch, who has continuously supported me. Forever I will be grateful to him, and to my children Keisha Okitch and Trevor Okitch who I pray they will grow to loving to read!
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CHAPTER ONE

1.0 INTRODUCTION

1.1. Background of the study

Green marketing concept emerged from the concept of societal marketing (Kotler, 2011). Green marketing was a try to depict a product as being environmentally friendly (eco-friendly). It holds the view that advertising which is part of business is no longer effective has to satisfy customers especially, but additionally has to soak up trendy the societal hobby. It has to consider the pursuits of society in widespread. Inexperienced or Environmental advertising and marketing consists of all sports designed to generate and facilitate any exchanges intended to fulfill human desires or wishes, such that the pleasure of these needs and wants happens, with minimal adverse impact at the natural surroundings.

Polonsky and Rosenberger (2001), this definition includes tons of the traditional components of the marketing definition, this is "All sports designed to generate and facilitate any exchanges intended to satisfy human needs or needs." Consequently, it guarantees that the interests of the organization and all its clients are protected, as voluntary alternate will now not take area until both the customer and supplier jointly gain. The above definition also consists of the protection of the herbal environment, with the aid of trying to reduce the unfavorable effect this trade has on the surroundings (Gupta, Prasenjit, & Jankowski, 2008).

In keeping with the yank advertising and marketing association, inexperienced marketing is the advertising of products which might be presumed to be environmentally secure. thus, inexperienced advertising includes a huge range of sports, along with product amendment, adjustments to the production process, packaging modifications, in addition to enhancing advertising. other terms use for inexperienced marketing is Environmental advertising and Ecological advertising. inexperienced advertising isn't always confined to including green theme to organization emblem call or making web sites or product/packaging layout with inexperienced coloration. it's miles the general efforts of an agency to take away approaches which can be detrimental to the environment and use environmental pleasant processes and packaging for manufacturing and supplying product (Gupta, Prasenjit, & Jankowski, 2008) in line with Gleim, Andrew, and Cronin (2013), in a take a look at finished with the aid of the
recent have a look at, it's been found out that because of boom in cognizance on environmental degradation, corporations are adapting to apply of green approach to fulfill purchaser’s needs. similarly, companies are promoting use of inexperienced consumerism.

According to Gleim, Andrew, and Crolin (2013), inside the current observe, there has been a developing recognition globally of surroundings degradation assignment facing each present day and destiny generations as clients become more environmentally aware, companies have to adapt or chance losing customers to competitors pursuing an inexperienced method. As a result, agencies were promoting what's called inexperienced consumerism. inexperienced consumerism is about purchasing merchandise which can be environmentally friendly and do now not damage the eco system.

According to United Nation Conference on Sustainable Development (UNCSD) (2012), environmental issues are increasingly more persevering with to dictate the way groups are managed. the issue has been given impetus by using Kenyan parliament and activists who've pressed for tougher law toward the safety of the surroundings. organizations are actually being pressurized to keep the environment. According to Maanzoni (2015), consistent increase and sustainable development are primary tenets of Kenya vision 2030 and the constitution of Kenya 2010. The constitution recognizes smooth and wholesome surroundings as primary human right and gives sustainable exploitation, usage control and conservation of the surroundings and herbal assets. Kenya affirms cognizant of the demanding situations going through us nowadays in venture a transition of inexperienced financial system in line with the outcome of UNCSD held in 2012.

The government of Kenya is creating a green economy strategy to provide development efforts towards addressing main challenges such as environmental degradation and food insecurity. The Kenya green economy Assessment report was launched by United Nations Environment Programme in 2014. Green marketing however is not without limitations, the main one being demand is not well well-known especially in emerging countries thus firms will have to be put in great awareness effort. It also requires a lot of biodegradable and renewable resources which are exclusive and not easily found. What is more, huge
investments are required to explore the right technologies that will enhance this novel idea (Maanzoni, 2015)

In line with charter and Polansky (2003), Singapore has the most advanced economic system in South East Asia location and serves as an amazing example. Singapore government is centered on visible pollutants and instructing the general public at the reasons of ecological harm. However, recycling does not routinely boom the range of patron phase willing to buy green products, the authorities uses advertising to emphasise the significance of recycling and faculty youngsters receive classes on it (Polansky & Rosenberger, 2001). This should cause an expanded attention of green merchandise. There is also the chance of ‘green washing’, wherein a service or a product is provided as an inexperienced product while it’s not. This only serves to complicate records being conveyed to capacity clients which in turn slows their decision-making strategies, similarly to growing expenses of merchandise the moment they're termed ‘green’. Though there may be hope that these barriers will be conquer as comparatively cheap alternatives emerge, clients become extra educated and the viral have an effect on from current social media continues to benefit momentum (Polansky & Rosenberger et al, 2001).

Kibera and Waruingi (2007) highlighted that consumer conduct is that behavior exhibited by using human beings in planning, purchasing and the usage of economic goods and offerings. On a global stage, there is a multiplied attention of worldwide warming and detrimental weather situations and as a result there is a spur in interest toward environmental safety and sustainable development. This difficulty is converting the client buying behavior and this change in customer shopping for behavior goes to set the lasting tendencies in Indian and global advertising area. a true marketer ought to apprehend those changing developments in the society and responds undoubtedly to this modification with the intention to sustain inside the aggressive marketplace. Inexperienced subject should no longer be constrained in the advertisement however the concept will be internalized by the organization and its employees and try to emerge as zero greenhouse emission or contributing towards discount of these gases. One form of environmentally conscious behavior is environmental consumerism (green buying) purchasing and consuming products that are benevolent towards the environment.
Kibera and Waruingi (2007) additionally highlighted that the growing quantity of purchasers who select and are willing to shop for eco-friendly merchandise are growing opportunity for companies that are the use of "green" or "environmentally friendly" as a factor in their cost proposition. Further, groups want to constantly determine the latest and most appealing advertising and marketing developments. advertising and marketing traits may be found out via continually gaining knowledge of about the adjustments in client behavior within the market. by figuring out the adjustments inside the consumer behavior, the corporations can alter their supplying to the purchasers. purchasers these days are more concerned about environmental degradation and negative effect in their uses of product and services on surroundings. The cause for this concern could be seen climatic adjustments, global warming and increasing air and water pollution (Bhatia, 2013).

Nakumatt Holdings is classified among East Africa's main supermarket. As the largest retail marketplace player in East Africa, Uganda and Rwanda, and nonetheless expanding to the wider East African location, Nakumatt has 29 shops dealing in standard retail products. set up in 1987, Nakumatt Holdings has branded itself as the leader in offering its customers with value and quality hence aiding them in maintaining their lifestyle. Nakumatt's save formats variety from convenience shops, supermarkets to hypermarkets which exhibit wonderful international-class buying floor layouts and services. All our branches maintain more than over 50,000 first-class merchandise (Kibera & Waruingi, 2007) ways to its wealthy history and ardor for retail excellence, Nakumatt shops country wide have carved out a gap for themselves as the ideal purchasing and enjoyment facilities for the complete family. We delight ourselves in delivering satisfactory, fee, carrier, variety and way of life enhancing products (Magu, 2014).

Nakumatt Holdings, recently unveiled an internal initiative to reduce the usage of plastic paper luggage throughout its branches in East Africa through a complicated behavioral trade campaign. The Nakumatt marketing campaign is geared at imploring customers to bear in mind permitting their shopping to be packed in reusable bags, used cartons and bales instead of plastic or paper baggage. To inspire the uptake of the venture, Nakumatt smart consumers now earn two extra clever points whenever they arrive shopping with their reusable luggage at Nakumatt (Magu, 2014).
1.2 Problem Statement

According to Marron (2013), Environmental issues have become a subject of critical concern for business in recent years globally. Environmental obligations have grown substantially as society becomes more conscious of its environment and registration relating to the environment is increasing in number that requires companies to be environmentally responsible. Previously business assumed that incorporating green into their business would cost them more but they now realize that ignoring this impacts on the environment would cost them more (Van de Zee, 2008).

Some of the previous studies have focused on the four concepts on the demographics, green lifestyle (Solomon, 2010), green attitudes and green behavioral intentions. There are many studies on consumer behavior concerning the environment but most of them concentrated on one or two marketing mix and do not make a link with the factors that companies use to make consumers buy green products and their attitudes towards this product (Vernekar & Wadwa 2011).

Related studies that have been done on green marketing practices practiced in supermarkets clearly indicated that the concept of green marketing was not given full attention by various organizations for instance a study done by Mukuria (2011) established that most of the supermarkets in Kenya did not adopt the practice due to high costs that were experienced in implementation. From the above studies, it is evident that green marketing has not been studied which indicates that there is still a gap on the relationship between green marketing practices and consumer purchase among supermarkets. This study therefore seeks to fill this gap by investigating green marketing and consumer purchase of Nakumatt supermarket.

1.3 General Objectives

The general objective of this study was to determine the effects of green marketing on consumer purchasing behavior in retail industry.

1.4 Research Objectives

The aim of the study was to achieve the following objectives:

1.4.1 To establish the impact of green labeling on consumer purchases at Nakumatt supermarket
1.4.2 To determine the influence of eco-branding on consumer purchases at Nakumatt supermarket

1.4.3 To determine the influence of environmental advertisement on consumer purchases at Nakumatt supermarket

1.5 Significance of the study
The study will be beneficial to the following stakeholders:-

1.5.1 The Management of Nakumatt Supermarkets
The management for the Nakumatt supermarkets will greatly benefit from this study as they will be able to understand the various green marketing concepts available and how they affect consumer purchasing decisions. The study will help the company to review and evaluate the effects of green marketing on consumer purchasing trends which is vital for any strategy in an organization. The results of this study can be used to reinforce the operations of Nakumatt supermarket in relation to their products and the environment. The green initiative also helps these supermarkets to maintain and enlarge customer base (since green policy is one of the marketing scheme). Environmental concern and social responsibility are the selling points of final product to the customers which will make this company sustain their competitive advantage.

1.5.2 Other Retail Outlets
In the wake of changing trends that have seen retail market adopt green marketing strategies to be more competitive in order to increase their sales and consequently the profit, this study will help the companies to understand the possible challenges in adopting green marketing strategies. This will be a reference point for those wishing to adopt green marketing strategies and those that have already adopted in their retail stores. The green initiative also helps these supermarkets to maintain and enlarge customer base (since green policy is one of the marketing scheme). Environmental concern and social responsibility are the selling points of final product to the customers, which will make this company, sustain their competitive advantage.
1.5.3 Future Researchers
The future researchers, student scholars and any other person who will need this literature or related information with this that has been done on this study, will greatly benefit with the findings that will be given, this will help them understand the green marketing concepts and their benefits in the retail sector. This study would be useful to scholars because it is expected to expand their knowledge in the green procurement process. It would also be useful as a guide for further exploratory and confirmatory research into green procurement practices and supply chain performance.

1.5.4 The Environment Regulators
There has existed and conflict between manufacturers, retailers, consumers and the regulatory bodies are always in a dilemma. This study will give an understanding the hazards of not observing the green marketing which will be of great help in resolving this conflict. Kenya has two important pieces of legislation under which waste can be controlled this being the Environmental Management Coordination act and the public Act. There is also provision for waste management contained in the national ICT policy (2006) which calls for appropriate recycling and disposal facilities as requirements for the renewal of communication licenses. Hence this study will help the formulate policies relating to green issues in the country. The public procurement Act 2009 does not have a guide on green procurement practice in Kenya despite the role played by procurement and the government in creating environmental friendly environment.

1.6 Scope of the study
This study focused on Nakumatt supermarkets based in Nairobi. The study will only focus on the following areas of green marketing strategies: green labeling; eco-branding and environmental Advertisement. The study will be carried out in different selected Nakumatt outlets in Nairobi. This study will concentrate on effects of green marketing on consumer purchase decisions. The study will be carried out between January and May 2017.
1.7 Definitions of terms

1.7.1 Green Consumerism

The production, promotion, and preferential consumption of goods and services based on their pro-environment claims (Akenji, 2014).

1.7.2 Green Product

A product that meets one of these criteria of possessing qualities that will protect the environment; replaced artificial ingredients with natural ingredients or products that are non-toxic, energy and water-efficient, harmless to the environment, recyclable and biodegradable (Akenji, 2014).

1.7.3 Green Economy

This encompasses all activities or actions that help reduce carbon emissions into the atmosphere which is a major component of greenhouse gases that enhances global warming thus causing climate change (National Environment Management Authority, 2012).

1.7.4 Consumer Purchasing Behavior

Final consumer behavior during the purchase. There are four types of purchase behavior: Complex purchase behavior, those purchasing behaviors that seek variety, purchasing behavior that seeks to reduce tensions after purchase and normal purchasing behavior (Kotler & Armstrong, 2010).

1.7.5 Socio-Efficiency - The relation between a firm’s value added and its social impact (Schmidt, Meurer, Saling, & Kicherer, 2004).

1.7.6 Green Business

An enterprise that has minimal negative impact on the global or local environment, community, society, or economy (Olson, 2009).

8
1.7.7 Eco efficiency

This is usually calculated as the economic value added by a firm in relation to its aggregated ecological impact (DeSimone & Popoff, 2000).

1.7.8 Brand

A name, term, sign, symbol, or design, or the combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of a competitor (Kotler & Armstrong, 2009).

1.8 Chapter summary

This chapter has discussed the background of the research. It has also highlighted the problem statement, the objectives definition of terms, study questions, the objectives of the research and the significance of the study. The research is divided into two additional chapters. Chapter two will discuss literature review. Chapter three discuss research methodology used in the study. In chapter four, the data analysis used for the study is presented while chapter five presents the discussion, conclusion and recommendation based on the data analysis done.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter begins with a theoretical review of the various theories applicable in this study then presents the past studies on issues concerning green marketing concept and green retailing. On the concept of green marketing, the following will be discussed; green marketing practices in organizations, factors influencing green marketing, importance of green marketing practices to an organization as well as the effectiveness of green marketing practices. On the retail concept the following will be discussed; retailing and green retailing.

2.2. Impact of Green Labeling on Consumer Purchase

2.2.1 Eco Labeling

Eco labeling is an environmental claim that appears on the packaging of a product, making it easy for the consumers to consider environmental concerns when shopping. It is awarded to a manufacturer by an appropriate authority. International organization for standardization (ISO) 14020 is a guide to the award of Eco labels. Consumers on a daily basis are exposed to type II labeling with messages on labels, such as, environment friendly, ozone friendly, earth friendly, degradable, recycled, recyclable, renewable, reusable or for that matter biodegradable (Morris, Hastak, & Mazis 1995). Unlike other physical attributes of a product, environmental attributes are difficult to detect unless there is sufficient information about them. Environmental tags act as a leader for customers to choose products that are environmentally responsive. It is often used by businesses to differentiate their products, position them and communicate the environmentally friendly message (D'Souza, Taghian, & Lamb, 2006)

The modern idea of labeling consumer merchandise has been practiced for some time. within the In the United States it began within the realm of foodstuff safety with the adoption of the Pure Food and Drug Act (the Wiley Act) signed by President Theodore Roosevelt on in early 1900s (FDA 2008). Increasing their restrictive oversight from food and drug items, Congress established that consumer Product Safety Commission (CPSC) labeling laws as statute.
These labels apply to merchandise that are directly marketed to customers and to merchandise wherever it is fairly predictable that they will end up within the hands of general customers and compel revelation of all acute and chronic health hazards related to the varied chemicals utilized in the products (Wagner 2001).

At present, there are over 300 eco-labels, consistent with cataloguer Ecolabelindex (2010). Competition between labels carries advantages and pitfalls; it may raise the bar on performance, however it additionally tends to make confusion among customers, who are left curious whether organic trumps local, recycled or recyclable matters additionally. To date, there has been restricted analysis on eco-label style, and extremely very little is understood concerning what drivers influences a label’s penetration and associated product sales. Gallastegui (2002) notes that the revealed literature is lacking in a very systematic analysis of the issues facing label designs.

As with any rising business, inefficiencies can arise from rising poor coordination, duplicative activity, and confusion over language (Olsen & Galimidi 2008). In a very study examining approaches to impact activity in private ventures, a key finding was that there could be no single activity answer. Rather, solutions should be tailored to fulfill the wants of every capitalist and their distinctive “impact profile” to do this properly, the capitalist can outline the suitable metrics of their level of risk tolerance and desired financial come back. The actual sector within which they operate geography, and quality level of data concerning impact that the capitalist needs (Olsen & Galimidi et al, 2008).

The landscape of sustainability labels is dominated by environmental as opposed to social metrics. This is in line with the content of chain management literature analysis, those conjointly still favors environmental problems. Securing and Muller (2008) note that integration of the three dimensions of property and social metrics are rare. This is often doubtless because of the various nature of social aspects of interest. Additionally there exists no common foundation on which to create a library of social metrics that's equivalent to the scientific discipline basis for environmental metrics (Figge, Hahn, Schaltegger, & Wagner 2002). Creating linkages between integrated provide chain management and social measurements remain a challenge for future analysis (Seuring & Muller, 2007).
2.2.2 Eco-Friendly Packaging

Green packaging refers to the packaging that can be recyclable or made of recycled materials. Sustainable packaging is also defined as packaging that will create less waste and eventually decompose (Aarón, Fredrik., Waseem, & Olga, 2009). According to Rundh (2005), package petitions consumer’s concentration towards a certain brand, upsurges its image, and stimulates shopper’s perceptions about product. Furthermore, packaging conveys distinctive value to products (Underwood, 2003; Silayoi, & Speece, 2007). Rokka and Uusitaloo (2008), states that use of green packaging is becoming more common. In their study on preference for green packaging in consumer product choices to consumers’ it was revealed that consumer’s preferences differ when it comes to product packaging, brand, price and the package re-sealability (convenience of the use) of daily products. It was also revealed that consumers preferred buying products that have environmental labeled packaging.

Roper and Parker (2006), states that in cases where environmental packaging has been an issue, the studies suggests that functional packaging characteristics have an effect on consumers’ purchasing decisions, whereas environmental characteristics do not seem to have any practical importance. According to a study done by Carpenter (2012), in New Jersey on eco-friendly packaging influences shopping decisions it was revealed that in 2010, 29% of customers were likely to choose environmentally friendly packaging while in 2011 there has been an increase of customers to 36%. In addition, in her study half of the consumers were willing to pay more for products that have environmentally friendly packaging while one third of consumers buy more products if its package was labeled recyclable and a quarter of consumers have switched brands for more eco-friendly packaging.

According to European Organization for Packaging and the Environment EUROPEN (2009), green packaging should be designed with the product in mind hence improving environmental performance. Green packaging should be made from responsibly source materials and is should also meet market standards for cost and performance.
2.2.3 Challenges in Eco-label Design

Successful eco-labeling efforts face a range of challenges. Gallastegui et al (2002), outlines several common pitfalls that eco-label design team could encounter. First, the criteria or standards should be chosen objectively. Ideally, performance measures should be selected to measure true environmental outcomes instead of industry process outputs. Second, specific definitions should be created throughout the procedures. Product boundaries need to be clearly pictured, as no two merchandise are good substitutes. Third, objective style of the certification method is critical for the present and future. The planning team must outline not solely the certification method itself, but conjointly the tactic and period by standards may be updated. This is often necessary for the certification itself so that it does not become absolute.

Finally, a marketing research is critical to measure demand and market share for labeled merchandise. This could embody an element for improvement across environmental metrics. However, can these enhancements be rewarded within the labeling system? Teisl (2008), found that consumers’ perception of the eco-friendliness of a sturdy good (such as a car) is primarily driven by comparisons between products within the same class. The implication for nondurable merchandise is that ratings ought to, at minimum, compare merchandise that are considered functionally equivalent.

Hart (1997) writes that corporations should educate customers through marketing efforts. Labels ought to be informative, instead of merely emphatic. However, there are tradeoffs. Atlee and Kirchain (2006) argue that in developing between data value and price. Label developers should acknowledge the importance of logistic issues when choosing metrics. An assessment relation of informative value to information collection expense must be created on a metric-by-metric basis (Atlee & Kirchain et al, 2006). A Social Venture Technology cluster study (Olsen and Galimidi, 2008) found a key classification in trailing performance and improvement over time. Namely, the methodology may vary wherever either true outcomes or proxies are measured. Within the latter case, the validation impact may be adequately accessed via indicators that predict outcomes instead of utilizing outcomes

2.3 Influence of Eco-Branding on Consumer Purchases
2.3.1 Brand Image

Consumers consider some attributes of a product before making Keller (1993) stated that the brand image is the perception of a product, which is a reflection of customers’ memory in the product. A Brand is well-defined as an image that can be recollected by the public, which makes a constructive brand, relevant and easy to recollect by the people (Aaker, 1997). Brand image that was created to make people think about everything from the business side, to be clearly defined brand image can benefit the company in the long term (Cannon, Perreault, & McCarthy, 2009). Keller et al (1993) refer to the image of the brand as a concept that is assumed by the customers due to subjective reasons and their own personal motions. Brand image is also referred to as the customer's perception either of the reason or rational basis or through more emotions towards a specific brand (Malhotra, 2010).

Then the uniqueness of brand relations, given the added difficult market competition forced the institution to be different from generating a competitive benefit that can be used as a reason for clienteles to select a particular brand (DeShields, Oscar, Kara, & Kaynak, 2005). The uniqueness of brand associations can depart from product-related attributes, functional benefits or perceived image (Winarso, 2012). Brand image is often referenced in the psychological aspects of the image or impression that is built into the subconscious of consumers through the prospects and experience of taking the brand over a product or service, thus forming a positive brand image is growing to be progressively important to be preserved by the institution (Pujadi, 2010).

Brand image is also regarded as a description of the offer of the company, which includes the symbolic meaning associated customers through specific attributes of the products or services (Winarso et al, 2012). Not only that, the brand image may also reflect some of the strongest associations of a brand such attributes are intangible, abstract benefits and customer attitude at every different product categories above if a brand of product or service associated with products in diverse categories (Chaudhuri & Holbrook, 2001). Brand image is a
perception in the attention of the consumers as a good impression of a brand (Hawkins, Best, & Coney, 2004). The good impression could arise if the brand has a unique advantage, good reputation, popular, trustworthy and willing to provide the best service (Kotler & Keller, 2012).

### 2.3.2 Brand Trust

Consumer’s perceptions of the quality of the brand created by informational cues associated with the brand (Schiffman & Kanuk *et al.*, 2010). The gesture is intrinsic or extrinsic and both or one of them can be found on the brand that became the basis for the perception of quality. Customers believe that the fundamental customer assessment of intrinsic signals because it allows patrons to make a decision either positive or negative as the product of rational choice and objective. Many studies that compare differences in perceived quality of store brands and national brands and found that the factors that contribute to differences in perception is the perception of customers on extrinsic attributes of the product as an indicator of quality (Essoo & Dibb, 2004). Customers often measure the quality of the basic cues are displayed externally on the product itself such as price, brand image, corporate image, the image of the store or even the image of the country of origin.

The perceived value is replicated in the acuity of quality and is also influenced by the price perception among consumers with high participation, so it can be determined that the perception of value can also be assessed from the quality of the brand. Khraim (2010) tested the variables of culture and tradition that specializes in the elements of religion because religion nevertheless plays an essential role in influencing social and purchaser behavior. buy conduct is taken into consideration as a relational asset market implication for the development and preservation of consider is on the core of the brand, because it is a key characteristic of successful long-term relationships (Morgan & Hunt, 1994). The idea used in this study is that trust is a key driver of purchase behavior because it creates a valuable transactional relationship.

In such a context, buying behavior is not exclusively focused on the purchase alone, but in an internal position or behavior towards the brand, cannot show a sufficient basis for a complete understanding of the brand-customer relationship. Purchase behavior emphasizes
the ongoing process and maintenance of valuable and important relationships that are created on the existence of a trust (Chaudhuri & Holbrook, 2001). Consumer market has many customers who are anonymous, making it difficult to establish the company into a more intimate relationship with each customer. The main purpose of marketing is to generate intense relationship between customers with the brand, and the main basis underlying this relationship is trust. Based on this idea, Delgado (2005) formulated the hypothesis that assumes that the emergence of brand trust affects purchasing behavior as expression of successful relationships between customers and brands.

2.3.3 Eco-Branding and Consumer Behavior

While consumers' environmental concerns have moved into mainstream marketing, it is useful from a marketing perspective to investigate how consumers make informed choices about green products. Growing concern towards health, society and nature, and awareness about burning environmental issues – hazards of industrialization, has made the consumers realize that they need to raise their voice against the anti-environment practices adopted by business organizations across the globe while favoring those products which strike a balance between human life and nature. (Rezai, 2013) observed that growing awareness about health, environment and animal welfare issues has motivated consumers to be conscious of their consumption behavior. They have started looking for green products were produced under environmentally friendly conditions.

The field of consumer behavior covers a lot of different areas. Antonies & Raaij (1998) defines consumer behavior as “studies concerning attitudes, intentions and decision processes in order to explain and predict behavior”. Ottman (2006) defines green consumer as “Those actively Seek and support those products satisfy their needs that are having less impact on environment”. According to Peattie (2001), consumer behavior can be developed by highlighting the relative advantage of Greener Products as compared with the other products that creates environmental problems. A two dimensional model that was proposed to understand the complexity of consumers' behavior with respect to their choice in environmental products, classified consumers into four segments: environmentally green consumers, emerging green consumers, price sensitive green consumers and conventional consumers (D'Souza, 2004).
According to D'Souza et al., (2004) Conventional consumers are defined as being non-green consumers and do not have any regard for environmentally friendly products. This group of consumers does not see environmental risks associated with products they buy. They ignore potential benefits they will get when they use green products and ignore green labeling. However, companies cannot ignore these consumers because they can still be potential future market participants. In addition, emerging green consumers are those consumers that see the benefits of green products but at times so not have any motivation to purchase them. For these consumers any brand will do, hence there is no environmental information search involved when it comes to choosing their brands and green product labeling may not be meaningful to them (D’Souza et al., 2006). These consumers would perhaps trade off product attributes such as quality, warranty and performance in their product alternatives evaluation and selection process.

2.4 Influence of Environmental Advertisement on Consumer Purchases

2.4.1 Creating Value from Information

Olsen and Galimidi et al. (2008) highlight the importance of not solely the content, but additionally the accessibility of the data gathered in eco-labeling certification programs. They
state that value in impact measure rises exponentially once the results are found and understood by customers. This implies that information design presents one amongst the best rising potentials for impact measure. In making a typical information style protocol, it will be necessary to enhance each access and the simple use of the data (Olsen & Galimidi et al, 2008).

Ultimately, the goal is not to extend the volume of data, however to assist customers build choices that are a lot more enlightened. Teisl et al. (2008) show that the effectiveness of an eco-label depends on how the data is conferred and on the capability of the patron to soak up and affect it. There are however conflicting views on whether or not a lot of data is better. A label is more practical once customers are able to differentiate competitive product with reference to key environmental performance attributes (Lee & Geistfeld 2008). A lot of data may improve the perceived quality of a label, but an excessive amount of data creates overload that confuses customers (Teisl, 2003). This confusion extends to the act of eco-labeling. A United Kingdom study on fair trade found that buyers perceived the data as scarce, uncontrollable, inexpert, far from the bounds belief, and in need of justification (De Pelsmacker Patrick, Driesen & Glenn, 2005).

McGovern et al (2009) writes that individuals should analyse data based mostly upon the results it produces. To realize the required results they should frame the discussion round the task. He emphasizes the importance of managing the task instead of the content or the technology by relating the story of a lady who manages a health web site. The girl claims that task success failed to apply to her web site that was simply a repository of data. McGovern et al (2009) counters with the instance of a rash on the hand. The user of the web site is not goal-oriented around retrieving data. Rather, that individual is task-oriented on eliminating the rash. Noted marketing consultant Marshall (2010) elaborated in the case of eco-labels, what customers need is to create accountable purchases, to not be inundated with knowledge concerning greenhouse gas emissions.

The particular challenge with eco-labels is that the simplest metrics to report are sometimes not informative (Chatterji & Levine 2006). What labeling organizations should do is build a bigger effort to speak relevant data, instead of merely a lot of data to customers at the purpose of sale. Data matters on the producing facet, too. Reporting metrics should be
viewed as a preliminary step. Improvement in metrics must push to become a management goal. This implies that, over time, negative environmental impacts decline and social values rise (Vaccaro 2009).

2.4.2 External Factors Affecting Eco Labelling

Although the eco-labels market has been growing quickly over the previous couple of decades, it’s unclear what the trend are going forward. Kim and Mauborgne (1999) argue that the shared set of intra-industry beliefs concerning client identity and values has resulted in competitive convergence. Several corporations have targeted their efforts on increasing their competitive positioning in their business, when they need to be focusing to establish new market altogether. Most successful corporations should acknowledge that profitable growth could not be sustained without constant evolution of recent and existing markets (Kim & Mauborgne et al, 1999). Of course, not any market can do. Therefore, as for trends to possess the potential to form a new value curve, they need to be decisive to business, they need to be irreversible, and that they should have a transparent flight (Kim & Mauborgne et al, 1999). Property is arguably decisive to business and irreversible; however, the shortage of clear rules governing environmental impact being reported and emission reduction necessities has meant that the flight is unclear.

Most businesses need to require the status. They require a market advantage for considering environmental factors throughout their chains. They grasp their customers need this and they get to supply it for them. This is often wherever the eco-label system enters the market. The issues then become what label to settle on. Which labels and standards are considered the best? How are they superior with relevant market advantage? Alternatively, environmental mitigation? Standardization becomes the key issue. The standard of an eco-label is the function of the standards it selects. This becomes the argument in favor of rising government oversight of labeling organizations. Srivastava (2007) states that in spite of whether or not the Federal Trade Commission becomes concerned in regulation environmental claims, bigger collaboration each among and between corporations with best practices, green technology transfer, and environmental performance measure is required.

Some makers argue that the inexperienced client does not exist and that customers would possibly say they are willing to pay additional for environmentally friendly merchandise,
however that once it comes time to pay at the register, the value premium on eco-friendly product mean they seldom make the cut. Gallastegui (2002) accounts for the gap between what customers say they are willing to pay and what they generally pay by acknowledging the skepticism that exists concerning deceptive and unproved environmental claims. The implication is that correct eco-labels will produce trust in environmental claims, improve info symmetry between producer and client, and ultimately elevate actual payment levels to fulfill established willingness-to-pay.

For the acutely aware client, environmental performance ought to be a necessary but not adequate condition for purchase. Ottman (2006), notes that buyers purchase functional merchandise for particular reasons. This implies that a detergent that is 100% perishable and made with a very small carbon footprint can never outcompete the other product if it is not an efficient detergent. A product that cannot deliver customers desires can fail within the marketplace, regardless of however eco-friendly it is.

Eco-labels do not have an effect on buying decisions equally across product classes. Four variables specifically verify consumption practices once it involves shopping for green: purchase visibility, consumption visibility, durability, and perishability. Ecolabels matter a lot of for nondurable, used, and extremely visible consumer goods (Gallastegui et al, 2002). Therefore, being an environmentally accountable soft drink producer ought to carry a lot of of a competitive advantage than being an ecofriendly insulation manufacturer. Retailers and governmental agencies, acting as institutional consumers, have a robust role to play within the way forward for eco-labeling. The momentum for the event of standards to live and report on property (SMRS) crystal rectifier by the property syndicate, Walmart, Best Buy, and a variety of world manufacturers is pulling together the marketplace and garnering international attention. Seuring and Muller et al (2008) reason that the introduction of sustainability-focused supplier analysis schemes incorporates a double aim to avoid risk and improve supply chain management.

**2.4.3 Theory of Consumer Behaviour**

The resource-based view (RBV) of Wernerfelt (1995) suggests that competitiveness can be achieved by innovatively delivering superior value to customers in a way that customers
consider appropriate. The RBV highlights the firm as a unique collection of resources, but the theory emphasizes that not all of these resources possesses the potential to provide the firm with sustained competitive advantage (Barney, 1991). The RBV contends that the possession and identification of key resources embodying these essential features along with their effective development and deployment that allows the firm to achieve and sustain competitive advantage. Barney further defines these key resources to include “all assets, capabilities, organizational processes, firm’s attributes, information, knowledge etc. controlled by a firm and that enable it to conceive and implement strategies that are efficient and effective”. (Barney, 1991) resource based theory (RBT) can be applicable in the firm’s environmental strategy (Hart, 1995). Hart proposes that the RBT can serve as the basis for a theory of competitive advantage, which considers the firm’s relationship to the natural environment.

Ajzen and Fishbein (1991) developed the Theory of Planned Behaviour (TPB). The theory has the assumption that interactive intention is the most vital determinant of behavior. Behavioral purpose is believed to be influenced by a person’s attitude towards performing a behavior, and whether individuals who are important to the person approve or disapprove of the behavior. This theory offers a clearly defined structure/model that allows the investigation of the influence that attitudes, personal and cultural determinants and volitional control have on consumers’ intentions to buy environmental friendly products.

The TPB is relevant in this study because it offers a clearly defined structure that allows change of consumer behavior from consumption culture to ecologically concerned consumers. Furthermore, it is the task of the marketer to redirect the needs of the consumer towards consumption that is ecologically least harmful. This redirection can be achieved through market research, and promotion. According to the World Commission for Environment and Development (WCED,1987), sustainable expansion requires the advancement of value that inspires consumption morals that are considered to be within the bounds of ecological environment. The fact that marketing during the past few decades has been impressive in adding societal consumption and in meeting human needs, creates confident that will be successful in readdressing consumption (Polonsky et al, 1997).
2.5 Chapter Summary

This chapter has discussed literature review based on the following research objectives; impact of green labeling on consumer purchases at Nakumatt supermarket, influence of eco-branding on consumer purchases at Nakumatt supermarket, influence of environmental advertisement on consumer purchases at Nakumatt supermarket, and factors used by firms (marketing mix element) to influence them purchase eco-friendly products. Chapter three will discuss research methodology that will be used in the study.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction
This chapter describes the proposed research method that was used. This includes the research design, target population, data collection and sampling techniques that were used to analyze data.

3.2 Research Design
Kothari (2007) defines research design as the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy procedure. This research used a descriptive research design approach which involves acquiring information about one or more groups of people about their characteristics, opinions, attitudes or previous experiences by asking the questions and tabulating their answers (Gay & Airasian, 2003). The study sought to determine what green marketing practices, are adopted by supermarkets in Nairobi, which fits into the design.

3.3 Population and Sampling Design

3.3.1 Population
According to Salaria (2012), population is all members of any well-defined class of people, events or objects hence it represents individuals who have one or more characteristics in common that are of interest to the researcher. Population can also be defined as the total collection of individuals whom researchers seek to make inference on (Cooper & Schindler, 2003). The target population was customers visiting Nakumatt shops at village Market, Junction and Mega. According to Nakumatt database, the total number of customers who visit the three Nakumatt stores is 2000 regular customers and this outlets fall in the leafy suburb areas and therefore serve a population of high volume purchasers.
Table 3.1 Population

<table>
<thead>
<tr>
<th>Location</th>
<th>Total Population</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nakumatt village Market</td>
<td>600</td>
<td>30</td>
</tr>
<tr>
<td>Nakumatt Junction</td>
<td>750</td>
<td>37.5</td>
</tr>
<tr>
<td>Nakumatt Mega</td>
<td>650</td>
<td>32.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2000</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

Source: Nakumatt Database (2016)

3.3.2 Sampling Design

3.3.2.1 Sampling Frame

According to Cooper and Schindler (2008), a sample frame is a group of all elements in a population from which the sample is actually drawn. A sampling frame should have a complete and up to date list that has the population for the research (Denscombe, 2010). A sample frame could be from a list of geographical areas, institutions, individuals, or other units (Gill & Johnson, 2002). In this study, the sampling frame was obtained from a list of 2,000 customers who visit Nakumatt outlets outside Nairobi CBD.

3.3.2.2 Sampling Technique

The research used stratified random sampling. In stratified random sampling, the population is divided into subgroups strata are made based on life stages, income levels, management level etc. hence drawing a random sample from each stratum (Sekaran & Bougiea, 2010). According to Saunders, Lewis and Thornhill (2003), the use of stratified random sampling will ensure each person has an equal opportunity of being selected and included in the sample hence being selected as a representative of the population hence eliminating bias and error.
3.3.2.3 Sampling Size

According to Cooper and Schindler (2008), a sample size is a set of elements from which data is collected. Sample sizes can either be fixed (when they are determined in advance of the study) or sequential (when more data can be collected if the initially collected data does not answer the research question) (Iacobucci & Churchill, 2005). This study will use a fixed sample size. A researcher is able to save more time and money and also get detailed and comprehensive information when he uses a good sample (Bluman, 2009).

\[
\text{Sample size} = \left(\frac{Z_{\alpha/2}}{E}\right)^2 \times P(1-P)
\]

Where: \(Z_{\alpha/2}\)= Z value (2.58=99%; 1.96= 95%; 1.645=90% confidence level)

In this case 1.96 was used.

\[\begin{align*}
P &= \text{percentage proportion of choice (10% used for sample size needed)} \\
E &= \text{margin of error (5%)}
\end{align*}\]

Going as per the stated assumptions the sample size will therefore be:

\[
\begin{align*}
\text{Sample size} &= \left(\frac{1.96}{0.05}\right)^2 \times 0.1 \times (1 - 0.1) \\
&= 3.8416 \times 0.09 \\
&= 0.345744 \\
&= 34.5744 \\
&= 138 \text{ Respondents}
\end{align*}
\]

Through random purposive sampling the sample was acquired in a three-month period between January to March 2016. This was done via the managers who gave the questionnaires to regular customers and this was determined by the smart points in the customers smart card as indicated in table 3.2.
### Table 3.2: Sample Distribution

<table>
<thead>
<tr>
<th>Branches</th>
<th>Sample</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nakumatt village Market</td>
<td>41</td>
<td>30</td>
</tr>
<tr>
<td>Nakumatt Junction</td>
<td>52</td>
<td>37.5</td>
</tr>
<tr>
<td>Nakumatt Mega</td>
<td>45</td>
<td>32.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>138</strong></td>
<td><strong>100.00</strong></td>
</tr>
</tbody>
</table>

### 3.4 Data Collection Method

According to Cooper & Schindler (2008), data collection is the collection and measure of facts on targeted variables. It is usually done for a long period of time and in a systematic fashion. Respondents are permitted to respond to relevant questions and compare effects (Cooper & Schindler, 2008). Primary data was collected through the use of structured questionnaires. Both open ended and closed ended questions were used. The questionnaires were self-administered. The questionnaire was dropped and picked. The questionnaire used Likert scale. Questionnaires were pre-tested amongst a few people through this a researcher was able to enhance validity and accuracy of data collected for the study. The questionnaire was divided into four sections. Section one consists of demographic information, section two has questions on extent of adoption of green marketing practices and factors that influence adoption and section three contains questions that address benefits gained as a result if adoption of green marketing practices.

### 3.5 Research Procedure

Structured questioners were used to collect data and they were hand delivered to Nakumatt customers and picked immediately respondents are done answering. A pilot study was used to determine the reliability of the questionnaire hence feedback that was received was used to improve the quality of the questionnaire. The questionnaires were administered to the respondents in the afternoon and in the evening. According to Mugenda and Mugenda (2003) pre-testing of questionnaires enables a researcher to discover errors and it also enabled the researcher incorporate any additions in time before the actual collection of data started.
3.6 Data Analysis Method

According to Kombo & Tromp (2006), data collection is the gathering of specific information that is aimed at proofing or rejecting some facts. A researcher should safeguard against bias and unreliability of the procedure they will use before deciding on data collection procedure (Kothari 2004). Qualitative and quantitative data was used. Quantitative data will be used to obtain descriptive statistics such as frequency, percentages, mode, median and standard deviation, while qualitative method was used to analyze the open-ended question and descriptive statistics (Best & Khan, 2007). Data collected was coded through this, a researcher will be able to enter and interpret data easily. Statistical Package for Social Sciences (SPSS) was used to analyze descriptive statistics hence results was presented using percentages, means, standard deviations and frequencies.

The study also undertook a regression analysis where:

Analysis of the coefficient of variations revealed that as indicated, the equation
\[ Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e \]
became:
\[ Y = -.459 + 0.659 X_1 + 0.167 X_2 + 0.316 X_3 + 0.5756 \]
Where Y was the dependent variable consumer purchasing
\[ X_1 \] – Eco Branding
\[ X_2 \] – Eco labelling
\[ X_3 \] – Environmental advertising
\[ e \] - Error term

3.7 Chapter Summary

Chapter three has highlighted research methodology that was used in the study. For this study. This research used a descriptive research design approach which involves acquiring information about one or more groups of people about their characteristics, opinions, attitudes or previous experiences by asking the questions and tabulating their answers and the target population was customers visiting Nakumatt shops at village Market, Junction and Mega. According to Nakumatt database, the total number of customers who visit the three Nakumatt stores is 2000 regular customers and this outlets fall in the leafy suburb areas and therefore served a population of high volume purchasers. A sample of 138 was used and the
primary data was collected through the use of structured questionnaires. Both open ended and closed ended questions were used. The questionnaires were self-administered. The questionnaire was dropped and picked. Chapter four will discuss the research findings in relation to the research questions.
CHAPTER FOUR

4.0 RESULT AND FINDINGS

4.1 Introduction
The chapter was set to present the results and findings in line with the specific objectives of the study which was to establish the impact of green labelling on consumer purchases at Nakumatt supermarket, to determine the influence of eco-branding on consumer purchases at Nakumatt supermarket and determine the influence of environmental advertisement on consumer purchases at Nakumatt supermarket.

4.1.1 Response Rate
The total sample of respondents was 138 however only 96 gave feedback and this represented 70% of the total respondents, this was considered sufficient.

Figure 4.1: Response Rate

4.2 Demography
This section presents the finding on the various demographical features which include age, gender, marital status, education and duration of shopping at Nakumatt.

4.2.1 Age of Respondents
The study established that most of the respondents were aged 25-30 years representing 60%, while those of 30-39 years were 25% while those above 40 were 10% and those below 25
were 2.1% as indicated in figure 4.2. This indicated that most of the respondents had varying ages and therefore the research gained views across the various ages.

![Age of Respondent](image)

**Figure 4.2: Age of Respondent**

**4.2.2 Gender**

The study revealed that male respondents were 40% while 60% were female as indicated in figure 4.3.

![Respondents Gender](image)

**Figure 4.3: Respondents Gender**

**4.2.3 Marital Status**

With regard to the marital status respondents who were single were 44 representing 46% while the married respondents were 46 representing 48% while the widowed were 4% while the divorced were only 2% and represented in figure 4.4.
4.2.4 Education

An analysis of the education revealed that certificate holders were 8%, diploma holders were 40%, degree holders were 27% and master’s holders were 23%. This imply that the respondents were well educated and therefore understood the question asked as indicated in figure 4.5.
4.2.5 Duration of Shopping

The study established that respondents who have been customers for less than 5 years were 27%, 6-15 years were 40%, those who have been there 16-20 years were 19% while those over 20 years were 15% as indicated in figure 4.6

![Figure 4.6: Duration of Shopping](image)

4.3 Impact of Green Labelling on Consumer Purchases

The first objective of the study was to establish the impact of green labelling on consumer purchases. The respondents were required to either 1= Strongly Agree; 2- Agree; 3= Neutral; 4 =Disagree; and 5= Strongly Disagree.

4.3.1 Descriptive on Impact of Green Labelling on Consumer Purchases

Most respondents agreed that Branding of the goods and services affects my purchasing decisions (2.05), consumers’ willingness to purchase green might be rooted in their passion for the environment (2.22) and the attitudes and buying behaviour of consumers also affect purchasing decisions (2.47). Price also influences purchase of Eco labelled products (2.52) and packaging has an effect on purchasing decisions (2.63) while most of the respondents also prefer buying products that have environmental labelled packaging (2.71) and all packaging in the supermarket is done using green packaging products (2.85). Most of the respondents were uncertain about being willing to pay more for products that have
environmentally friendly packaging (3.04) and most were also uncertain about Nakumatt products not have eco-friendly packaging (3.43).

Table 4.1: Descriptive on Impact of Green Labelling on Consumer Purchases

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>All packaging in the supermarket is done using green packaging products</td>
<td>2.85</td>
<td>1.342</td>
</tr>
<tr>
<td>Packaging has an effect on my purchasing decisions</td>
<td>2.63</td>
<td>1.308</td>
</tr>
<tr>
<td>Branding of the goods and services affects my purchasing decisions</td>
<td>2.05</td>
<td>1.134</td>
</tr>
<tr>
<td>Attitudes and buying behavior of consumer affect purchasing decisions</td>
<td>2.47</td>
<td>1.133</td>
</tr>
<tr>
<td>Consumers’ willingness to purchase green might be rooted in their passion for the environment</td>
<td>2.22</td>
<td>1.067</td>
</tr>
<tr>
<td>Price influences purchase of Eco labeled products</td>
<td>2.52</td>
<td>.978</td>
</tr>
<tr>
<td>I prefer buying products that have environmental labeled packaging.</td>
<td>2.71</td>
<td>1.025</td>
</tr>
<tr>
<td>Nakumatt products does not have eco-friendly packaging</td>
<td>3.43</td>
<td>1.020</td>
</tr>
<tr>
<td>I am willing to pay more for products that have environmentally friendly packaging</td>
<td>3.04</td>
<td>1.104</td>
</tr>
</tbody>
</table>

4.4 Influence of Eco-Branding on Consumer Purchases

The second objective was to determine the influence of eco-branding on consumer purchases at Nakumatt supermarket. The respondents were required to either 1= Strongly Agree; 2=Agree; 3= Neutral; 4 =Disagree; and 5= Strongly Disagree.

4.4.1 Descriptive on Influence of Eco-Branding on Consumer Purchases

Most of the respondents agreed that environmental advertising add product value (2.25), the company creates social awareness on environmental protection (2.27), and social media is actively used to advance green marketing (2.42) and most respondents use products which are harmless to the environment (2.46). It was also agreed that social media has the green marketing messages (2.52) and environmental advertising has effects on consumer purchases (2.65).
Table 4.2: Descriptive on Influence of Eco-Branding on Consumer Purchases

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>I use products which are harmless to the environment.</td>
<td>2.46</td>
<td>1.178</td>
</tr>
<tr>
<td>Environmental advertising add product value.</td>
<td>2.25</td>
<td>1.152</td>
</tr>
<tr>
<td>Environmental advertising has effects on consumer purchases</td>
<td>2.65</td>
<td>1.226</td>
</tr>
<tr>
<td>Social media is actively used to advance green marketing.</td>
<td>2.42</td>
<td>1.063</td>
</tr>
<tr>
<td>The social media has the green marketing messages.</td>
<td>2.52</td>
<td>.940</td>
</tr>
<tr>
<td>The company creates social awareness on environmental protection</td>
<td>2.27</td>
<td>.934</td>
</tr>
</tbody>
</table>

4.5 Influence Of Environmental Advertisement On Consumer Purchases

The third objective was to determine the influence of environmental advertisement on consumer purchases. The respondents were required to either 1= Strongly Agree; 2= Agree; 3= Neutral; 4 = Disagree; and 5= Strongly Disagree.

4.5.1 Descriptive on Environmental Advertisement on Consumer Purchases

Most respondents agreed that the company’s uses eco brand image that is easily noticeable (2.26) and they were able to differentiate harmful and unlawful products (2.29). The company was also found to create social awareness on environmental protection (2.42) and social media has the green marketing messages (2.44). Most of the respondents also agreed that they love green brands because they are more natural (2.58). In addition, use of Eco-brands has influenced my purchase decision (2.69) and green brand have high consumption rates (2.77).
Table 4.3: Descriptive on Environmental Advertisement on Consumer Purchases

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am able to differentiate harmful and unlawful products.</td>
<td>2.29</td>
<td>1.213</td>
</tr>
<tr>
<td>Use of Eco-brands has influenced my purchase decision</td>
<td>2.69</td>
<td>1.069</td>
</tr>
<tr>
<td>Green brand have high consumption rates.</td>
<td>2.77</td>
<td>1.031</td>
</tr>
<tr>
<td>I love green brands because they are more natural.</td>
<td>2.58</td>
<td>1.063</td>
</tr>
<tr>
<td>The social media has the green marketing messages.</td>
<td>2.44</td>
<td>.916</td>
</tr>
<tr>
<td>The company creates social awareness on environmental protection</td>
<td>2.42</td>
<td>.914</td>
</tr>
<tr>
<td>The company’s uses eco brand image that is easily noticeable</td>
<td>2.26</td>
<td>.842</td>
</tr>
</tbody>
</table>

4.6 Consumer Purchasing Behaviour in Retail Industry

The study also sought to determine the consumer purchasing behaviour in retail industry. The respondents were required to either 1= Strongly Agree; 2= Agree; 3= Neutral; 4 =Disagree; and 5= Strongly Disagree.

4.6.1 Descriptive on Consumer Purchasing Behaviour in Retail Industry

Most respondents agreed that eco-labelling has a positive effect on the product quality (2.34), it was also established that quality is important for purchase of Eco labelled products (2.43) while geographical location influences purchase of Eco labelled products (2.60), and eco-labelling of goods and services mirrors the intangible characteristics of the product (2.62) as indicated in Table 4.4.

Table 4.4: Descriptive on Consumer Purchasing Behavior in Retail Industry

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality is important for purchase of Eco labeled products</td>
<td>2.43</td>
<td>1.269</td>
</tr>
<tr>
<td>Geographical location influences purchase of Eco labeled products</td>
<td>2.60</td>
<td>.943</td>
</tr>
<tr>
<td>Eco-labeling has a positive effect on the product quality</td>
<td>2.34</td>
<td>1.214</td>
</tr>
<tr>
<td>Eco-labeling of goods and services mirrors the intangible characteristics of the product</td>
<td>2.62</td>
<td>1.219</td>
</tr>
</tbody>
</table>
4.7 Inferential statistics

A causal research was done to establish the relationship between the consumer purchasing on eco branding, eco labelling, and environmental advertising.

4.7.1 Correlation of Consumer Purchasing and Other Cofactors

A correlation was done to establish the relationship between the consumer purchasing on eco branding, eco labelling, and environmental advertising. The findings revealed that consumer purchasing and eco labelling ($r=0.694$, $p<0.05$); environmental advertising ($r=0.472$, $p<0.05$); eco branding ($r=0.570$, $p<0.05$) as indicated in Table 4.5. This result implied that with every increase in eco labelling, environmental advertising and eco branding affected consumer purchasing as indicated in table 4.5.

Table 4.5: Correlation of Consumer Purchasing and Other Cofactors

<table>
<thead>
<tr>
<th>Variable</th>
<th>Consumer Purchasing</th>
<th>Eco Labelling</th>
<th>Environmental Advertising</th>
<th>Eco Branding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Purchasing</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.694**</td>
<td>.472**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Eco Labelling</td>
<td>Pearson Correlation</td>
<td>.694**</td>
<td>1</td>
<td>.442**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Environmental Advertising</td>
<td>Pearson Correlation</td>
<td>.472**</td>
<td>.442**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Eco Branding</td>
<td>Pearson Correlation</td>
<td>.570**</td>
<td>.545**</td>
<td>.573**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
</tbody>
</table>

**, Correlation is significant at the 0.01 level (2-tailed).

4.7.2 Regression Analysis

A regression analysis was also done to establish the R squared value was 0.543 and this implied that 54.3% of the variations in Consumer Purchasing was caused by variations in eco labelling, environmental advertising and eco branding as indicated in table 4.6.
Table 4.6: Model Fit

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>R Square Change</th>
<th>F Change</th>
<th>df1</th>
<th>df2</th>
<th>Sig. F Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.737a</td>
<td>.543</td>
<td>.528</td>
<td>.57555</td>
<td>.543</td>
<td>36.445</td>
<td>3</td>
<td>92</td>
<td>.000</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Eco branding, Eco labelling, environmental advertising

Analysis of variances was done between the variables of consumer purchasing against eco branding, eco labelling, environmental advertising. This was done to establish if there are any statistically significant differences between the means of the variables, and the results established that the F value was 36.445 and was significant with the p value was (0.000). Therefore, the findings revealed that there is a statistical linear relationship between green marketing strategies and consumer purchases decisions in retail sector.

Table 4.7: ANOVA Of Consumer Purchasing Against Cofactors

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>36.218</td>
<td>3</td>
<td>12.073</td>
<td>36.445</td>
<td>.000b</td>
</tr>
<tr>
<td>1 Residual</td>
<td>30.475</td>
<td>92</td>
<td>.331</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>66.693</td>
<td>95</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: consumer purchasing
b. Predictors: (Constant), Eco branding, Eco labelling, environmental advertising

Analysis of the coefficient of variations revealed that as indicated in Table 4.8 the equation \(Y= \beta_0+ \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3\) becomes:

\(Y= -.459 + 0.659X_1 + 0.167X_2 + 0.316X_3\)

Where Y is the dependent variable consumer purchasing

\(X_1\) – Eco Branding
\(X_2\) – Eco labelling
\(X_3\) – Environmental advertising
Table 4.8: Coefficients of Consumer Purchasing Against Cofactors

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>-.459</td>
<td>.305</td>
<td>-1.508</td>
<td>.135</td>
</tr>
<tr>
<td>Eco Labelling</td>
<td>.659</td>
<td>.108</td>
<td>.525</td>
<td>6.132</td>
</tr>
<tr>
<td>Environmental Advertising</td>
<td>.167</td>
<td>.127</td>
<td>.115</td>
<td>1.317</td>
</tr>
<tr>
<td>Eco Branding</td>
<td>.316</td>
<td>.136</td>
<td>.218</td>
<td>2.326</td>
</tr>
</tbody>
</table>

The regression equation illustrated in Table 4.8 has established that only eco labelling and eco branding were significant in determining consumer purchasing decisions.

4.8 Chapter Summary

This chapter discussed the results and findings in regard to the data analysis done. The section enclosed the demography, and the specific research objectives of the study. An inferential analysis was also done to identify the relationship between the dependent and independent variables. The next chapter will deal with the discussions as per the findings above and this will be in regard to previous studies done related to similar and related research.
CHAPTER FIVE

5.0 DISCUSSIONS AND RECOMMENDATIONS

5.1 Introduction
This chapter brings forth the discussions and recommendations of the study in line with the specific research objectives of the study which were to establish the impact of green labelling on consumer purchases at Nakumatt supermarket, to determine the influence of eco-branding on consumer purchases at Nakumatt supermarket and determine the influence of environmental advertisement on consumer purchases at Nakumatt supermarket.

5.2 Summary of the Findings
The general objective of this study was to determine the effects of green marketing on consumer purchasing behavior in retail industry and the study was guided by the following objectives: To establish the impact of green labeling on consumer purchases at Nakumatt supermarket, to determine the influence of eco-branding on consumer purchases at Nakumatt supermarket and to determine the influence of environmental advertisement on consumer purchases at Nakumatt supermarket.

The study adopted a descriptive cross sectional survey the target population of this study consist of employees in the Nakumatt village Market, Nakumatt Junction and Nakumatt Mega branches in Nairobi County. Using the sampling formula and with a 95% confidence interval a sample of 138 respondents was drawn. Primary data was collected using semi-structured questionnaires with both close ended and open-ended questions. Descriptive statistics was applied to analyze the data collected. The study also adopted a multiple linear regression and Pearson correlation analysis to establish the relationship between variables of interest. The data collected was analyzed and presented in the form of, tables using frequencies, percentages, mean scores and standard deviation.

The findings on the first objective established that most respondents agreed that branding of the goods and services affects my purchasing decisions, consumers’ willingness to purchase green might be rooted in their passion for the environment. In addition, the attitudes and buying behaviour of consumers also affect purchasing decisions. Price also influences purchase of Eco labeled products and packaging has an effect on purchasing decisions. While
most of the respondents also prefer buying products that have environmental labelled packaging and all packaging in the supermarket is done using green packaging products. Most of the respondents were uncertain about being willing to pay more for products that have environmentally friendly packaging and most were also uncertain about Nakumatt products not have eco-friendly packaging. The correlation established was a positive one between consumer purchasing and eco labelling.

The findings on the second objective established that most of the respondents agreed that environmental advertising add product value, and the company creates social awareness on environmental protection. It was also established that social media is actively used to advance green marketing and most respondents use products which are harmless to the environment. It was also agreed that social media has the green marketing messages and environmental advertising has effects on consumer purchases.

The findings on the third objective established that most respondents agreed that the company’s uses eco brand image that is easily noticeable and they were able to differentiate harmful and unlawful products. The company was also found to create social awareness on environmental protection and social media has the green marketing messages. Most of the respondents also agreed that they love green brands because they are more natural. In addition, use of Eco-brands has influenced my purchase decision and green brand have high consumption rates.

5.3 Discussions

5.3.1 Impact of Green Labelling on Consumer Purchases

The findings revealed that at the retail market all packaging in the supermarket is done using green packaging products (2.85). Morris, Hastak and Mazis (1995) highlighted that consumers on a daily basis are exposed to type II labelling with messages on labels, such as, environment friendly, ozone friendly, earth friendly, degradable, recycled, recyclable, renewable, reusable or for that matter biodegradable. The study also established that packaging has an effect on my purchasing decisions (2.63). D'Souza, Taghian and Lamb (2006) also noted that Eco labelling is an environmental claim that appears on the packaging of a product, making it easy for the consumers to consider environmental concerns when
shopping. It is awarded to a manufacturer by an appropriate authority. International organization for standardization (ISO) is a guide to the award of Eco labels.

The study also established that branding of the goods and services affects my purchasing decisions (2.05). Gallastegui (2002) also affirmed that competition between labels carries advantages and pitfalls; it may raise the bar on performance, however it additionally tends to make confusion among customers, who are left curious whether organic trumps local, recycled or recyclable matters additionally. To date, there has been restricted analysis on eco-label style, and extremely very little is understood concerning what drivers influences a label’s penetration and associated product sales.

The findings revealed that attitudes and buying behaviour of consumer affect purchasing decisions (2.47) and consumers’ willingness to purchase green might be rooted in their passion for the environment (2.22). Aaron, Fredrik, Waseem and Olga (2009) highlighted that green packaging refers to the packaging that can be recyclable or made of recycled materials. Sustainable packaging is also defined as packaging that will create less waste and eventually decompose. Rundh (2005) also added that package petitions consumer’s concentration towards a certain brand, upsurges its image, and stimulates shopper’s perceptions about product. Underwood (2003) highlighted that furthermore, packaging conveys distinctive value to products. Teisl (2008), found that consumers’ perception of the eco-friendliness of a sturdy good (such as a car) is primarily driven by comparisons between products within the same class. The implication for nondurable merchandise is that ratings ought to, at minimum, compare merchandise that are considered functionally equivalent.

It was also established that most respondents prefer buying products that have environmental labelled packaging (2.71). Rokka and Uusitaloo (2008) also states that use of green packaging is becoming more common. In their study on preference for green packaging in consumer product choices to consumers’ it was revealed that consumer’s preferences differ when it comes to product packaging, brand, price and the package re-seal ability (convenience of the use) of daily products. It was also revealed that consumers preferred buying products that have environmental labelled packaging.
The study established that price influences purchase of Eco labelled products (2.52). Previous studies done by Carpenter (2012), in New Jersey on eco-friendly packaging influences shopping decisions it was revealed that in 2010, 29% of customers were likely to choose environmentally friendly packaging while in 2011 there has been an increase of customers to 36%. In addition, in her study half of the consumers were willing to pay more for products that have environmentally friendly packaging while one third of consumers buy more products if its package was labelled recyclable and a quarter of consumers have switched brands for more eco-friendly packaging.

5.3.2 Influence of Eco-Branding on Consumer Purchases

The study established that Nakumatt shoppers use products which are harmless to the environment (2.46). Similar findings have been noted in previous studied, for instance DeShields, Oscar, Kara, & Kaynak (2005) noted that consumers consider some attributes of a product before making a purchase. Then the uniqueness of brand relations, given the added difficult market competition forced the institution to be different from generating a competitive benefit that can be used as a reason for clienteles to select a particular brand. Winarso (2012) adds that the uniqueness of brand associations can depart from product-related attributes, functional benefits or perceived image.

It was also noted that the environmental advertising adds product value (2.25). Other studies like Pujadi, (2010) have confirmed that brand image is often referenced in the psychological aspects of the image or impression that is built into the subconscious of consumers through the prospects and experience of taking the brand over a product or service, thus forming a positive brand image is growing to be progressively important to be preserved by the institution. Winarso (2012) added that brand image is also regarded as a description of the offer of the company, which includes the symbolic meaning associated customers through specific attributes of the products or services. Hawkins, Best, & Coney (2004) noted that brand image is a perception in the attention of the consumers as a good impression of a brand. The good impression could arise if the brand has a unique advantage, good reputation, popular, trustworthy and willing to provide the best service (Kotler & Keller, 2012).
The findings also noted that environmental advertising has an effect on consumer purchases (2.65). Keller (1993) stated that the brand image is the perception of a product, which is a reflection of customers’ memory in the product. A Brand is well-defined as an image that can be recollected by the public, which makes a constructive brand, relevant and easy to recollect by the people (Aaker, 1997).

The findings revealed that social media is actively used to advance green marketing (2.42) and green marketing messages (2.52). Social media has made it less difficult for stakeholders to take a look at companies’ behaviors. it's far a powerful tool for stakeholders to investigate if companies are indeed committing to their statements or are incurring into greenwashing practices. Social media has supported inexperienced marketing techniques to tremendous organizations’ attitudes and behaviors closer to social and environmental worries. It has helped corporations to percentage their contemporary practices inside the various systems, and to verify their actual behaviors. A shift toward more obvious management operations which have lead into better records disclosure that advantages organizations giving legitimacy, and its stakeholders by means of raising their accept as true with upon organizations. Companies’ goals have covered selling sustainability amongst its stakeholders, and have an impact on humans’ behaviors to lessen their environmental impacts (OECD, 2009).

The findings also revealed that the company creates social awareness on environmental protection (2.27). There are several tries which have tried to outline what's an environmental behavior. Gronhoj and Thogersen (2009) investigated the intergenerational (IG) transmission of environmental values, attitudes, and behaviors. Additionally they discovered out that mother and father with a pro-environmental behavior prompted the societal improvement not only by their movements, but additionally by means of instructing their youngsters. However, kids have been touchier to behavioral prices than their parents, and had been extra favorable to endure prices that their parents might cover, together with shopping for natural and environmentally pleasant merchandise. Stolle et al. (2005) argued that it's far attainable to state that earnings constituted a critical element that determines clients’ purchases of moral products. even as clients with a higher stage of income are to a greater quantity able to manage to pay for extra moral products, rather than clients with restricted budgets.
5.3.3 Influence of Environmental Advertisement on Consumer Purchases

Most of the respondents agreed that they were capable of differentiate harmful and unlawful products (2.29). Olsen and Galimidi et al (2008) highlight the importance of a product not only based on the content, but also the accessibility of the data gathered in eco-labeling certification programs. They state that value in impact measure rises exponentially once the results are found and understood by customers. This implies that information design presents one amongst the best rising potentials for impact measure. In making a typical information style protocol, it will be necessary to enhance each access and the simple use of the data (Olsen & Galimidi, 2008).

It was also noted that use of eco-brands had an influence on the purchasing decision (2.69) Teisl et al. (2008) show that the effectiveness of an eco-label depends on how the data is conferred and on the capability of the patron to soak up and affect it. There are however conflicting views on whether or not a lot of data is better. A label is more practical once customers are able to differentiate competitive product with reference to key environmental performance attributes (Lee & Geistfeld 2008). A lot of data may improve the perceived quality of a label, but an excessive amount of data creates overload that confuses customers (Teisl, 2003). This confusion extends to the act of eco-labeling.

The respondents also noted that green brand have high consumption rates (2.77) and they loved them because they are more natural (2.58). Although the eco-labels market has been growing quickly over the previous couple of decades, it’s unclear what the trend are going forward. Kim and Mauborgne (1999) argue that the shared set of intra-industry beliefs concerning client identity and values has resulted in competitive convergence. Several corporations have targeted their efforts on increasing their competitive positioning in their business, when they need to be focusing to establish new market altogether. Most successful corporations should acknowledge that profitable growth could not be sustained without constant evolution of recent and existing markets (Kim & Mauborgne, 1999).

The findings revealed that the company’s uses eco brand image that is easily noticeable (2.26). The standard of an eco-label is the function of the standards it selects. This becomes
the argument in favor of rising government oversight of labeling organizations. Srivastava (2007) states that in spite of whether or not the Federal Trade Commission becomes concerned in regulation environmental claims, bigger collaboration each among and between corporations with best practices, green technology transfer, and environmental performance measure is required.

Some makers argue that the inexperienced client does not exist and that customers would possibly say they are willing to pay additional for environmentally friendly merchandise, however that once it comes time to pay at the register, the value premium on eco-friendly product mean they seldom make the cut. Gallastegui (2002) accounts for the gap between what customers say they are willing to pay and what they generally pay by acknowledging the skepticism that exists concerning deceptive and unproved environmental claims. The implication is that correct eco-labels will produce trust in environmental claims, improve info symmetry between producer and client, and ultimately elevate actual payment levels to fulfill established willingness-to-pay. The particular challenge with eco-labels is that the simplest metrics to report are sometimes not informative (Chatterji & Levine 2006). What labeling organizations should do is build a bigger effort to speak relevant data, instead of merely a lot of data to customers at the purpose of sale. Data matters on the producing facet, too. Reporting metrics should be viewed as a preliminary step. Improvement in metrics must push to become a management goal. This implies that, over time, negative environmental impacts decline and social values rise (Vaccaro 2009).

5.4 Conclusion
5.4.1 Impact of Green Labelling on Consumer Purchases

The study concluded that the firm had adopted green packaging products for its products and this has in a way influenced the purchasing decisions made by customers. It was also noted that branding of the goods and services, as well as attitudes and buying behavior of consumer impacts the purchasing decisions. While firms have concentrated on undertaking green marketing its the consumers’ willingness and passion to make green purchase that really matters.
5.4.2 Influence of Eco-Branding on Consumer Purchases

From the findings, it can be inferred that most of the products sold at the retail store are recyclable and therefore harmless to the environment. Despite this, environmental advertising leads to addition of product value and directly impact the volume of consumer purchases. Social media platform has also actively been used to advance green marketing.

5.4.3 Influence of Environmental Advertisement on Consumer Purchases

Most of the clients are well informed enough to be able to differentiate harmful and unlawful products. Use of Eco-brands influences purchase decisions and consumption rates. Green brands are consumed more because they are more natural to the consumers. Most firms have utilised social media platforms to pass the green marketing messages to its consumers and thus creating social awareness on environmental protection.

5.5 Recommendations

5.5.1 Recommendations for Improvements

5.5.1.1 Impact of Green Labelling on Consumer Purchases

Retailers should continue packaging using green packaging products in order to have an impact on the purchasing decisions. Where possible the outlets need to undertake branding of the goods so as to influence the purchasing decisions, attitudes and buying behaviour of consumer. To facilitate this movement the price need to be affordable.

5.5.1.2 Influence of Eco-Branding on Consumer Purchases

The company need to continue supplying products which are harmless to the environment and with to create awareness there is a need for pursuit of environmental advertising through social media platforms which has overtime been used to actively advance green marketing.

5.5.1.3 Influence of Environmental Advertisement on Consumer Purchases

Use of Eco-brands has an influence on purchase decision and therefore there is a need for the retail chain to adopt green brand. The firm should also introduce more green brands products as they a turning to be what consumers are now adopting.
5.5.2 Recommendation for Further Studies

The general objective of this study was to determine the effects of green marketing on consumer purchasing behaviour in retail Nakumatt and to be able to take this outcome to be a representative of the retail sector in Kenya, further studies need to be done on the other major retail chains as well. In addition, other studies can also be done to establish the challenges faced while implementing green marketing and the benefits of green marketing practices to the establishments.
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APPENDIX I: QUESTIONNAIRE

Effects of Green Marketing Strategies on Consumer Purchases Decisions in Retail Sector: A Case Study of Nakumatt Supermarkets

This questionnaire will be used to collect data for academic purpose. The research intends to give an analysis on the impact of green labeling on consumer purchases at Nakumatt supermarket, influence of eco-branding on consumer purchases at Nakumatt supermarket, influence of environmental advertisement on consumer purchases at Nakumatt supermarket and factors used by firms (marketing mix element) to influence them purchase eco-friendly products. All information obtained, will be handled with high level of confidentiality. Do not incorporate identification or names in the questionnaire.

Please answer every question as in outlined by using either a cross(x) or (ticking) in the option that applies.

SECTION A: DEMOGRAPHIC FACTORS

Please tick the most appropriate answer (√)

1. Age
   - Below 25 years
   - 25-30 years
   - 30-39 years
   - 40 years and Above

2. Gender
   - Male
   - Female

3. Marital status.
   - Married
   - Single
   - Widowed
   - Divorced

4. What is your highest education level?
   - Certificate
   - Diploma
   - Degree
   - Masters

5. How long have you been shopping in Nakumatt
   - Less than 5 years
   - 6 - 15 years
   - 16 - 20
   - Over 20 years
SECTION B: The Impact of Green Labeling on Consumer Purchases

Please indicate your opinion as per the level of disagreement or agreement with the outline statement using 1 to 5-scale guideline. 1= Strongly Agree 2= Agree, 3= Neutral, 4 =Disagree, 5= Strongly Disagree

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. All packaging in the supermarket is done using green packaging products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Packaging has an effect on my purchasing decisions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Branding of the goods and services affects my purchasing decisions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Attitudes and buying behavior of consumers affect my purchasing decisions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Consumers’ willingness to purchase green might be rooted in their passion for the environment.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Price influences purchase of Eco labeled products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. I prefer buying products that have environmental labeled packaging.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Nakumatt products does not have eco- friendly packaging</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. I am willing to pay more for products that have environmentally friendly packaging</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10. Outline the effects of eco labeling and give reasons for your answer

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

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SECTION C: Influence of Environmental Advertisement on Consumer Purchases

Please indicate your opinion as per the level of disagreement or agreement with the outline statement using 1 to 5 scale guideline. 1= Strongly Agree 2- Agree, 3= Neutral, 4 =Disagree, 5= Strongly Disagree

<table>
<thead>
<tr>
<th>Environmental Advertisement</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I use products which are harmless to the environment.</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>2. Environmental advertising add product value.</td>
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<tr>
<td>3. Environmental advertising has effects on consumer purchases</td>
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<tr>
<td>4. Social media is actively used to advance green marketing.</td>
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<tr>
<td>5. The social media has the green marketing messages.</td>
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<td></td>
</tr>
<tr>
<td>6. The company creates social awareness on environmental protection</td>
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</tr>
</tbody>
</table>

SECTION D: To determine the influence of eco-branding on consumer purchases at Nakumatt supermarket

Please indicate your opinion as per the level of disagreement or agreement with the outline statement using 1 to 5 scale guideline. 1= Strongly Agree 2- Agree, 3= Neutral, 4 =Disagree, 5= Strongly Disagree

<table>
<thead>
<tr>
<th>Eco-branding</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I am able to differentiate harmful and unlawful products.</td>
<td></td>
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<tr>
<td>2. Use of Eco-brands has influenced my purchase decision</td>
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<td>3. Green brand have high consumption rates.</td>
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<td>4. I love green brands because they are more natural.</td>
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<td></td>
</tr>
<tr>
<td>5. The social media has the green marketing messages.</td>
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<td></td>
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</tr>
</tbody>
</table>
6. The company creates social awareness on environmental protection

7. The company’s uses eco brand image that is easily noticeable

**SECTION E: Consumer Purchasing Behavior**

Please indicate your opinion as per the level of disagreement or agreement with the outline statement using 1 to 5 scale guideline. 1= Strongly Agree 2- Agree, 3= Neutral, 4 =Disagree, 5= Strongly Disagree

<table>
<thead>
<tr>
<th></th>
<th>Quality is important for purchase of Eco labeled products</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Geographical location influences purchase of Eco labeled products</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Eco-labeling has a positive effect on the product quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Eco-labeling of goods and services mirrors the intangible characteristics of the product</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>