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RESEARCH ARTICLE

Mediating Variable Of Environmental Awareness And Green Marketing Orientation On Buyer Motivations Of Fast Moving Consumer Goods In An Emerging Market

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ABSTRACT

This article focuses on signalling theory, which examines the mediating variable of environmental awareness and green marketing orientation on the buyer motivation of fast-moving consumer goods (FMCGs) in an emerging market by describing the sender and the receiver. The drivers included strategic, tactical and internal green marketing orientation (GMO) as opposed to buyer motivation. The analysis was based on 289 samples collected from both staff and consumers of FMCG products in Nigeria. Smart-PLS version 3.3 using Structural Equation Model (SEM). The research outcomes revealed that GMO (strategic, tactical and internal) statistically and positively affects the buyer motivation of FMCGs. These conclusions can enable managers with a green marketing orientation to make better decisions in the long term with respect to their products. The study therefore recommends that FMCG products in Nigeria should continue employing GMOs to their advantage, as consumers are aware of the green, its benefits to them and how to inform their buying motivation constantly toward the products.

INTRODUCTION

Over the years, the world has been constantly changing because buyers have become more aware of their environment and buying power. To thrive, outlive, and function efficaciously and remain competitive, fast moving consumer goods (FMCGs) must acclimatize to various market expectations. Nonetheless, the development and execution of a suitable marketing strategy are vital. FMCGs aim to increase their market share and optimize profits; however, customers have demands that must be met (Olutimehin et al, 2024; Khalil 2021; Szennay, et al., 2021). Accordingly, never having a green marketing orientation was as significant as it was in the twenty-first century. Numerous issues exist, such as the product's level of health, environmental benefits, effects of global warming, and supply- or demand-side issues (Mura, 2020; Straková, et al, 2021).

A fundamental component of marketing philosophy and successful business operations is the comprehension of consumers (Boorsma, 2024; Donthu et al., 2023; He & Harris, 2020). The inwards push that prompts people to recognize their needs and desires and take action to satisfy them by purchasing products and services is known as buyer motivation (Dahana et al., 2022; Arul Rajan, 2020). Accordingly, it is intrinsically challenging to remain aware of buyer motivation because it is cyclical, frequently shifting in response to a wide range of socially changeable elements, including political, social, and economic development (Baruk & Iwanicka, 2016; Ahearne et al., 2022). Understanding buyer motivation is widely acknowledged as a crucial concept, but for business leaders, it can be difficult to gain and retain because buyer motivation depends on multiple factors simultaneously, including goal achievement, pleasure seeking, effort avoidance, altered perceptions, mindset, and pain avoidance (Barbopoulos, et al., 2016; & Murphy et al., 2016).

Consequently, researchers have had to address concerns related to green marketing orientation and buyers' motivations. Buyer motivation is considered the primary factor underlying both offline and online brand interactions. Essentially, the focus is on the psychological aspects that lead to a prospect's conversion. By being aware of these driving forces, FMCG companies can position their goods better and interact with customers across the entire customer experience by employing tactical, strategic, and internal marketing orientations.

A tactical marketing orientation consists of transient initiatives that transform the traditional marketing mix into a more environmentally friendly one (Papadas, et al., 2017). This measurement reduces natural impressions by considering item-related decisions (Korhonen et al., 2023). Purchasing green products involves buyers making the same information-seeking process as they would when making any other purchase: they want to learn about the product, its ingredients, and its impact on the environment (Kamalanon et al., 2022). Strategic marketing orientation is the degree to which a business incorporates environmental considerations into its strategic marketing choices (Papadas, et al., 2017). Finally, an internal marketing strategy allows for day-to-day operations of the FMCG firm.

In line with the GMO and FMCGs in Nigeria, the environment has gained considerable attention from policymakers, researchers, and even the public in various regions around the globe. There is a growing awareness of issues like famines, droughts, floods, shortages of fuel, firewood, and fodder, as well as air and water pollution, challenges related to hazardous chemicals and radiation, depletion of natural resources, loss of wildlife, and threats to plant and animal life. Individuals now recognize the importance of conserving the natural environmental resources such as air, water, soil, and vegetation that form the natural capital essential for human survival.

The significance of addressing environmental issues cannot be understated, as failing to do so could lead to dire consequences. If these issues remain unresolved or neglected, future generations may find the Earth uninhabitable. The needs of our planet and those of humanity have become intertwined. It is undeniable that we must protect and conserve the environment to ensure a viable future. Undoubtedly, human demands are on the rise, which in turn is altering the environment; while nature has a remarkable ability to adapt and regenerate, there is a limit to its ability to cope, particularly with the pressures of a rapidly growing population and advancing technology. What is necessary is the preservation, conservation, and enhancement of our delicate and ever-changing environment.

Despite the emphasis placed on green marketing orientation in Nigeria, buyer motivation is still at a very low level given the tactical, strategic, and internal marketing orientation of the FMCGS in Nigeria. In Nigeria, FMCG companies are making rapid progress in reducing the negative environmental effects of their operations by producing eco-friendly products and expanding sustainable supply chains to eliminate waste. However, a major obstacle remains the lack of buyers' awareness of the environmental effects of their choice.

With changes in buyers' preferences, green products, which are purposefully made and designed to minimize their ecological impact at every step of their life cycle, have gained attention (Nekmahmud & Fekete-Farkas, 2020). Many businesses respond to this need by launching new "green" products to appeal to environmentally conscious consumers. To address environmental concerns effectively, it is essential to develop goods that satisfy both environmental regulations and consumer needs. Buyers favour green items because they believe that they are better for the environment and their own health (Woo & Kim, 2019).

Given how few studies with a green marketing focus have been conducted in West African nations, including Nigeria, our research is innovative. Moreover, the issue of FMCGs is often not addressed in studies on the green marketing approach. The negative effects of FMCG products are not completely disclosed to customers. Our goal was to address this problem with the assistance of this study.

The main objective of this study was to determine how green marketing orientation affects Nigerian FMCG consumers' motivation to purchase mediated by environmental awareness. Additional related

objectives include determining the effects of strategic marketing orientation, tactical marketing orientation, and internal marketing orientation on buyers' motivation for FMCGs in Nigeria and the importance of each on the other.

The main contributions of this study are twofold: To determine which green marketing orientation was applied more effectively in terms of motivating buyers, it first fills gaps in the literature, especially regarding Nigerian FMCG companies. It does this by using Smart-PLS version 3.3 using Structural Equation Model (SEM). model tools of analysis, which have been largely omitted in previous studies. Second, using a combination of the three GMO and questionnaire factors, a cross-sectional data model was used as a methodological enhancement to investigate the motives of the FMCGs from 2020--2023.

THEORETICAL BACKGROUND

2.1. Literature review on green marketing orientation and buyer motivation

In contemporary times, companies and society at large place significant emphasis on green marketing. The only thing that sets it apart from traditional marketing is that it includes the production, differentiation, pricing, and promotion of products and services that are safe for the environment and can meet the demands of consumers about the environment (Sharma, 2021). Kar and Harichandan (2022) defined green marketing as a set of actions that include changing advertising, switching up the production process, modifying product lines and packaging, and so on.

Purchase activities outside transactional actions, such as product purchases, reflect the non-transactional nature of engagement. Furthermore, the phrase "caused by motivational drivers" implies that attitudes influence consumer engagement. Consumers may be motivated to purchase products through actions that are advantageous to the business, such as offering suggestions to enhance the marketing department (Kumar et al., 2010). Within the context of fast-moving consumer goods (FMCGs), customer motivation encompasses both monetary and nonmonetary actions such as sharing shopping experiences, communicating with other customers, and writing product reviews.

Most of these studies focus on how green marketing orientation affects organizational performance, sustainable competitive advantage, and real estate. Green marketing plays a leading role in the buying motivation of FMCG products, as it creates their content to reflect the greener nature of consumers. Negi et al. (2023), using the GMO theory, focused primarily on the unplumbed impact of the firm's tactical (TGMO), strategic (SGMO), and internal (IGMO) green marketing orientations. Through path estimation, they employed covariance-based structural equation modelling in conjunction with a structured questionnaire and reported that green innovation was directly positively and significantly impacted by all three elements. Ansah et al. (2023) examined the roles of two key components of green marketing orientation, namely, antecedent corporate social responsibility (CSR) and moderator internal green marketing orientation (IGMO), by using SmartPLS 3.0, and their findings demonstrated that SGMO is significantly impacted by CSR. To better understand young people's consumer citizenship, Jacob et al. (2023) evaluated their intentions to buy real estate as well as their tactical and strategic use of green marketing orientation (GMO) and discovered that the behavior that determines youthful customers' desire to purchase green real estate is impacted by green marketing.

Founded on the interrelating connotations of the variables and their described effect scopes, we integrate the findings from the literature by merging environmental awareness, GMO and buyers' motivation into six influential dimensions: tactical, strategic, internal orientations and convenience, quality and accessibility. We spread this writing by an innovative concentration on how the parameters of environmental awareness and GMO, which are tactical, strategic, and internal marketing orientations, can strategically create and affect a consumer's buying behaviour in FMCGs. In addition, as another original contribution, we elucidate how the strategic design of the GMO can affect the consumer's signalling experience (i.e., antecedents and precursors that drive the green consumption behaviour of consumers) and how this signalling experience intercedes the effect of the GMO on customer engagement buying motivation. Finally, another of the original contributions, we examine how the effect of GMO differs according to the buying motivation factors of FMCGs mediating

by environmental awareness. Together, these contributions aim to inform buying motivations, who cannot necessarily change their own inherent characteristics, of the optimal design of environmental awareness, green marketing orientation strategies to create immersive customer experiences and thus activate financial and nonfinancial customer engagement behaviours. There is virtually no prior research on these topics, but the optimization of GMO, the customization of strategies to buy motivation, the environmental awareness and the creation of immersive customer experiences are all goals that this study aims to track.

2.2 Signalling theory

signalling theory presents a valuable framework that significantly aids in understanding the various antecedents and precursors that drive the green consumption behaviour of consumers (Stigler, 1961). Therefore, to ensure adequate availability of information, fast-moving consumer goods (FMCGs) attempt to convey information to consumers with the aid of certain signals. The FMCG is the sender of signals, and the consumers are the receivers of the signals (Mavlanova, Benbunan-Fich, & Lang, 2016). The behavioral outcomes of receivers are a direct function of the nature of the signals. This means that positive signals tend to yield positive results and vice versa (Kiliç & Özdemir, 2018).

It is worthy to note that for internal GMO: FMCGs in this case, outlines the ways in which the company correspond with the expectations of signaling theory by showing how a given pattern of action might signal particular hidden attributes, provide benefits to both signaler and observers, and meet the conditions for trustworthy interaction. Also, tactical GMO: In the case of tactical GMO of FMCGs, the Signalling theory posits that the most profitable companies provide the market with more and better information. Because the responder, which is the buyers will respond well if the signal is good. Finally, strategic GMO: Here, FMCGs in Nigeria's Signaling theory provides an opportunity to integrate an interactive section of representative communication and social benefit of its products and services to the consumers. Thereby being highly strategic in its approach as it signals the consumers in order to accept its product.

Signalling theory is useful for describing behavior when two parties (individuals or organizations) have access to different types of information. Typically, one party, the sender, must choose whether and how to communicate (or signal) that information, whereas the other party, the receiver, must choose how to interpret the signal. Accordingly, signalling theory holds a prominent position in a variety of management studies, including strategic management, entrepreneurship, and human resource management. While the use of signalling theory has gained momentum in recent years, its central tenets have blurred, as they have been applied to organizational concerns. Therefore, the authors provide a concise synthesis of the theory and its key concepts, review its use in the green marketing orientation literature, and propose directions for future research that will encourage scholars to use signalling theory in new ways and develop more complex formulations and nuanced variations of the theory.

2.3 Empirical Review

Negi et al. (2023) investigated the impact of green marketing orientation (GMO) aspects on green innovation and organizational performance using the basic ideas of GMO theory, institutional theory, resource-based theory, and the natural resource-based view. This study focuses primarily on the unplumbed impact of a firm's tactical (TGMO), strategic (SGMO), and internal (IGMO) green marketing orientations. Furthermore, we investigate how stakeholders influence organizational performance and green innovation approaches. Survey data from 201 high- and middle-level working professionals in India's manufacturing and service sectors are used to test the proposed model. For path estimation, we employed covariance-based structural equation modelling in conjunction with a structured questionnaire. Green innovation was directly positively and significantly affected by all three elements. The results indicate that only tactical TGMO had a direct effect on organizational performance; the other two factors only had indirect effects on performance, which were mediated by green innovation. The study also demonstrates how stakeholder perspectives moderate the association between green innovation and organizational performance.

Ansah et al. (2023) assessed the impact of a comprehensive approach to green marketing, specifically strategic green marketing orientation (SGMO), on sustainable competitive advantage (SCA). They achieve this goal by identifying the roles of two key components of green marketing orientation: antecedent corporate social responsibility (CSR) and moderator internal green marketing orientation (IGMO). In the consumer products business, managers, department leaders, and junior employees provided 401 samples, which served as the basis for analysis. Statistical analysis was performed via SmartPLS 3.0 and a structural equation model. The findings of this study demonstrate that SGMO is significantly impacted by CSR. The findings of this study demonstrate the significant and direct impact of SGMO and IGMO on sustainable competitive advantage (SCA). Furthermore, the use of IGMO as a moderator demonstrated that the most important factor in increasing SCA was the combination of SGMO and IGMO. This study investigates the relationships among CSR, SGMO, IGMO, and SCA, which has received little attention. The results show that there is strong synergy between SGMO and IGMO that fosters competitive advantage, supporting recent research on green marketing.

According to Jacob et al. (2023), green marketing is considered a significant element when real estate is bought. To better understand young people's consumer citizenship, this study evaluated their intentions to buy real estate as well as the tactical and strategic use of green marketing orientation (GMO). Youth customers in Indian metropolitan cities constitute the sample frame. The responders were aged between 18 and 35 years. Greater numbers of job alternatives, higher living standards, and improved educational prospects are offered by these cities. A structural equation model was used to evaluate the 393 valid responses received from the five distinct sections of a standardized questionnaire. The behavior that determines youthful customers' desire to purchase green real estate is affected by green marketing.

3.1 METHODOLOGY

Indebted to the type of matter being immature in Nigeria, the inquiry comprised a fact-finding study. A quantitative methodology was implemented via questionnaires. This study was cross-sectional in its description. The tester included 289 respondents, and it was decided that the respondents were older than 21 years. Convenience sampling was used to select respondents on the basis of accessibility. A literature review served as the basis of the questionnaire. There were three sections in the questionnaire. The first addresses questions on GMOs and their sub proxies for the managers and CEOs of FMCGs. The second questionnaire focuses on consumer motivation and the third on environmental awareness. A five-point Likert scale was used in both sections to gauge green marketing orientation: five represented strongly disagree, and one represented strongly agree. The demographic questions in the second segment covered occupation and educational level, among others. The data were analysed via Smart-PLS version 3.3 using Structural Equation Model (SEM).

4.0 DATA ANALYSIS AND RESULTS

Result and Discussions

Assessment of Measurement Model

See (Figure 2 Measurement model of the study constructs and indicators)

See (Table 1 Factor Loading) Appendix

The factor loadings for the items under Strategic Marketing Orientation (SMO) range from 0.779 to 0.912, indicating that all items have strong loadings on the SMO construct. The highest loading is for SMO2 (0.912), followed by SMO6 (0.901), and SMO5 (0.885), suggesting that these items are strongly associated with the strategic marketing orientation. The item SMO4 has the lowest loading (0.779), which is still acceptable, as loadings above 0.70 are considered good. The strong factor loadings for SMO items indicate that the scale effectively measures the construct of strategic marketing orientation, with all items contributing well to the overall construct.

The items for Tactical Marketing Orientation (TMO) show very high factor loadings, ranging from 0.894 to 0.951. The highest loading is for TMO2 (0.951), followed by TMO5 (0.948) and TMO1 (0.919),

indicating that the items are highly related to the tactical marketing orientation construct. All loadings for TMO items are well above the 0.70 threshold, which suggests that the scale is highly reliable in capturing the tactical marketing orientation. TMO6 was deleted due to a low loading, likely below the threshold of 0.70, which would have reduced the overall reliability of the construct.

The factor loadings for the Internal Marketing Orientation (IMO) items range from 0.720 to 0.883. While most items have acceptable loadings, IMO1 has the lowest loading at 0.720, which is still above the 0.70 threshold, but it suggests a somewhat weaker relationship with the IMO construct compared to other items. The higher loadings, such as IMO3 (0.883) and IMO2 (0.804), show that these items are strongly associated with internal marketing orientation. Overall, the IMO items demonstrate a good fit for measuring the construct.

The factor loadings for the Purchase (PUR) items are excellent, ranging from 0.769 to 0.926. The highest loadings are for PUR2 (0.926) and PUR3 (0.924), both indicating very strong relationships with the purchase construct. PUR1 has a slightly lower loading of 0.769, but it still falls within the acceptable range. The overall high loadings suggest that the items effectively measure the purchase behavior construct, with all items contributing positively to the overall construct.

The factor loadings for the Environmental Awareness (ENA) items are outstanding, ranging from 0.946 to 0.959, with ENA2 having the highest loading at 0.959, followed closely by ENA1 (0.957). These high loadings indicate a very strong and consistent association between the items and the environmental awareness construct. The items are highly reliable in capturing the concept of environmental awareness, and the results suggest that the construct is well-defined and effectively measured by these items.

See (Table 2 Construct Reliability and Validity) Appendix

The results in Table 2 show strong evidence of construct reliability and validity for all constructs measured in the model. Strategic Marketing Orientation (SMO) has excellent reliability, with a Cronbach's Alpha of 0.949, rho_A of 0.956, and Composite Reliability of 0.958, indicating that the items reliably measure the construct. The Average Variance Extracted (AVE) for SMO is 0.766, which is above the 0.50 threshold, suggesting good convergent validity.

Tactical Marketing Orientation (TMO) shows even stronger reliability with Cronbach's Alpha of 0.959, rho_A of 0.972, and Composite Reliability of 0.968, and an exceptional AVE of 0.910, indicating high construct reliability and excellent convergent validity.

Internal Marketing Orientation (IMO), with a Cronbach's Alpha of 0.851 and Composite Reliability of 0.893, shows acceptable reliability, but the AVE of 0.627 is slightly below the ideal 0.70 threshold, suggesting room for improvement in convergent validity. Purchase has good reliability with Cronbach's Alpha of 0.845, rho_A of 0.842, and Composite Reliability of 0.908, and an AVE of 0.767, indicating both good reliability and convergent validity.

Finally, Environmental Awareness (EA) shows excellent reliability with Cronbach's Alpha of 0.951, rho_A of 0.955, and Composite Reliability of 0.968, as well as a strong AVE of 0.859, suggesting high reliability and convergent validity. Overall, the results indicate that the constructs are reliable and valid for measuring the intended constructs, with the exception of IMO, which may need further refinement.

See (Table 3 Heterotrait-Monotrait Ratio (HTMT)) Appendix

The Heterotrait-Monotrait Ratio (HTMT) in table 3 is a measure of discriminant validity that helps to assess whether constructs that are theoretically different are indeed distinct based on the data. For constructs to be considered distinctly different, the HTMT ratio should ideally be less than 0.90. The results show very low HTMT ratios across all pairs of constructs, indicating strong discriminant validity. For instance, the HTMT ratio between Environmental Awareness and Strategic Marketing Orientation is 0.408, and similarly low values are observed with other construct pairings like Tactical Marketing Orientation (0.344) and Internal Marketing Orientation (0.309). Even the smallest ratio,

between Purchase and Internal Marketing Orientation (0.053), underscores a very distinct separation between these constructs. These low values across the board suggest that each construct is unique and measures different aspects of the survey's focus areas, with minimal overlap in what they are capturing. This clear differentiation is critical for ensuring that interpretations and decisions based on these constructs are valid and reliable.

See (Figure 3 Structural Model and Hypotheses Testing) Appendix

Path Coefficients

The results presented in the path coefficient table 4 shows the direct and indirect results between the variables studied. The structural model contained a number of tests, such as calculating path coefficients and determining the significance of those coefficients using bootstrapping. The bootstrapping option was used in this study to obtain, the t-values and assess the statistical significance of the path coefficient. The bootstrapping had 500 subsamples.

See (Table 4 Path Coefficient) Appendix

The path coefficient between Strategic Marketing Orientation (SMO) and Environmental Awareness (EA) is 0.278, with a T-statistic of 5.018 and a p-value of 0.000. This indicates a strong and significant positive relationship, meaning that an increase in Strategic Marketing Orientation leads to a significant increase in Environmental Awareness. The result suggests that FMCGs with a stronger strategic focus on marketing tend to enhance their environmental awareness, which in turn could influence other business outcomes, such as purchasing decisions.

The path coefficient between Strategic Marketing Orientation (SMO) and Purchase is 0.273, with a T-statistic of 4.182 and a p-value of 0.000. This result indicates a significant positive impact of SMO on Purchase, implying that higher levels of strategic marketing orientation result to increased purchase behavior. The significant relationship highlights that companies with a well-defined strategic marketing approach are more likely to encourage consumer purchases, making SMO a crucial factor in driving sales.

The path coefficient between Tactical Marketing Orientation (TMO) and Environmental Awareness is -0.146, with a T-statistic of 3.459 and a p-value of 0.001. this result revealed that TMO has negative and statistically significant effect on Environmental Awareness, suggesting that tactical marketing orientation reduce environmental awareness significantly. This could mean that in the short-term, tactical marketing efforts focused on immediate goals may divert attention from broader environmental concerns.

The path coefficient between Tactical Marketing Orientation (TMO) and Purchase is 0.158, with a T-statistic of 3.417 and a p-value of 0.001. This indicates a significant positive relationship, showing that tactical marketing strategies positively impact consumer purchase behavior. Tactical marketing, focused on short-term promotions and direct customer engagement, plays a critical role in influencing immediate purchase decisions.

The path coefficient between Internal Marketing Orientation (IMO) and Environmental Awareness is 0.270, with a T-statistic of 5.200 and a p-value of 0.000. This result indicates a strong and positive relationship between IMO and EA, suggesting that internal marketing efforts, which focus on engaging employees and aligning them with the company's goals, significantly enhance environmental awareness. This emphasizes that companies with a strong internal marketing strategy are more likely to promote environmental sustainability within the organization.

The path coefficient between Internal Marketing Orientation (IMO) and Purchase is 0.147, with a T-statistic of 2.264 and a p-value of 0.024. This result shows a moderate and significant positive impact of internal marketing on purchase behavior. It suggests that companies that focus on internal marketing to engage their employees and align them with organizational goals also influence consumer purchases, though the effect is less pronounced than that of strategic or tactical marketing.

The path coefficient between Environmental Awareness and Purchase is 0.164, with a T-statistic of 2.784 and a p-value of 0.006. This indicates a positive and significant relationship, suggesting that increased environmental awareness also increases consumer purchasing decisions. The result implies that when consumers are more aware of environmental issues, they are more likely to make purchasing decisions that align with their values, highlighting the importance of environmental considerations in shaping consumer behavior.

See (Table 5 Specific Indirect Effects Path Coefficient) Appendix

The table 5 present the result of the specific indirect effect between the variables used in this study, this was also done using bootstrapping. The specific indirect effect of Strategic Marketing Orientation (SMO) on Purchase through Environmental Awareness (EA) is 0.046, with a T-statistic of 2.398 and a p-value of 0.017, which indicates a statistically significant positive relationship. This suggests that Environmental Awareness positively and significantly mediates the relationship between SMO and Purchase, meaning that SMO increases Environmental Awareness, positively influences consumer purchase behavior. The results highlight the importance of strategic marketing efforts in enhancing environmental awareness, which then leads to an increase in consumer purchases, supporting the idea that Environmental Awareness is a crucial mediator in this relationship.

The specific indirect effect of Tactical Marketing Orientation (TMO) on Purchase through Environmental Awareness is -0.024, with a T-statistic of 2.230 and a p-value of 0.026, showing statistical significance but with a negative coefficient. This suggests that while TMO impacts Environmental Awareness, which then influences purchase behavior, the effect is negative. This implies that tactical marketing efforts, which may focus more on short-term, promotional objectives, advertently reduce the effectiveness of environmental awareness in encouraging purchases. Therefore, while Environmental Awareness mediates the relationship, the direction of the effect from TMO to Purchase is negative, signaling that tactical marketing practice during this study period does not align with increasing consumer purchase behavior.

The specific indirect effect of Internal Marketing Orientation (IMO) on Purchase through Environmental Awareness is 0.044, with a T-statistic of 2.377 and a p-value of 0.018, indicating a statistically significant positive relationship. This suggests that Environmental Awareness acts as a mediator between IMO and Purchase, with IMO positively influencing Environmental Awareness, which in turn leads to increased consumer purchase behavior. This result underscores the positive role of internal marketing efforts in fostering environmental awareness within the organization, which then indirectly boosts consumer purchases. It highlights that companies with a strong internal marketing orientation can enhance environmental awareness, which plays a key role in driving consumer purchases.

See (Table 6 Inner VIF Values) Appendix

The Inner VIF (Variance Inflation Factor) values presented in Table 6 show the degree of multicollinearity between the variables in the model. A VIF value greater than 5 or 10 suggests high multicollinearity, while values closer to 1 indicate little to no multicollinearity. In this case, the VIF values are all below 2, indicating that multicollinearity is not a concern for the variables in the model. Specifically, Environmental Awareness has a VIF of 1.294, suggesting that it does not suffer from multicollinearity with any other variable. The VIF values for Internal Marketing Orientation (1.268 for Environmental Awareness and 1.363 for Purchase), Strategic Marketing Orientation (1.253 for Environmental Awareness and 1.353 for Purchase), and Tactical Marketing Orientation (1.014 for Environmental Awareness and 1.042 for Purchase) are also relatively low, confirming that these independent variables are not highly correlated with each other or the dependent variable, Purchase. This suggests that the model's estimates are reliable, and the relationships between the variables can be interpreted without the concern of multicollinearity distorting the results.

R Square

Table 6 presents the R Square values for the structural model, specifically focusing on the endogenous variable Business Growth. These values show the explanatory power of the model in the context of women-owned small businesses in Akko Local Government Area. The R Square value of 0.145 indicates that 14.5% of the variance in Business Growth is explained by the predictor variables in the model, namely Access to Financial Services and Usage of Financial Services. The R Square Adjusted value, which accounts for the number of predictors in the model, is 0.132 or 13.2%.

See (Table 7: R-Square) Appendix

The R Square values in Table 7 indicate the proportion of variance in the dependent variables that is explained by the independent variables in the model. For Environmental Awareness, the R Square value is 0.227, meaning that 22.7% of the variance in Environmental Awareness is explained by the independent variables, while the adjusted R Square value of 0.219 suggests that, after adjusting for the number of predictors, about 21.9% of the variance is explained. For Purchase, the R Square value is 0.242, indicating that 24.2% of the variance in consumer purchases is explained by the model, with an adjusted R Square of 0.231. These results suggest that while the independent variables account for a moderate portion of the variance in Environmental Awareness and Purchase, other factors not included in the model account for the remaining percentage. The relatively low R Square values suggest that the model captures some key relationships but does not fully explain the complexities of the consumer purchasing behavior or environmental awareness, indicating potential areas for further exploration.

See (Table 8: F-Square) Appendix

The F Square values in Table 8 indicate the effect size of each predictor variable on the endogenous variables, with higher values suggesting a more substantial impact. For Environmental Awareness, the F Square value is 0.028, which is relatively small, indicating that the predictor variable has a minimal effect on Environmental Awareness. Internal Marketing Orientation has an F Square value of 0.075 for Environmental Awareness and 0.021 for Purchase, suggesting a moderate effect on Environmental Awareness but a very small effect on Purchase. Strategic Marketing Orientation shows F Square values of 0.080 for Environmental Awareness and 0.073 for Purchase, indicating a moderate effect on both variables. Tactical Marketing Orientation has an F Square value of 0.027 for Purchase, showing a small effect on consumer purchase behavior. Overall, these F Square values suggest that Strategic Marketing Orientation has a moderate effect on both Environmental Awareness and Purchase, while other variables, such as Tactical Marketing Orientation, have a relatively smaller impact, indicating that strategic marketing efforts have a more substantial influence compared to tactical efforts.

See (Table 9 Fit Summary) Appendix

The Fit Summary in Table 9 presents several fit indices used to assess how well the estimated model matches the saturated model (the ideal model where all relationships are assumed to be perfect). The SRMR (Standardized Root Mean Square Residual) value of 0.062 for both the saturated and estimated models indicates a good fit, as values below 0.08 typically suggest a satisfactory model fit. The d_ULS (unweighted least squares discrepancy) and d_G (geodesic discrepancy) values are both 1.074 and 8.815, respectively, for both models, indicating that the discrepancies between the models are low and suggesting a reasonable fit. The Chi-Square value of 6314.456 is identical for both models, indicating that the goodness-of-fit test is consistent and that the model fits well with the observed data. The NFI (Normed Fit Index) value of 0.479 is below the generally accepted threshold of 0.90, which suggests a moderate fit, indicating that the model might not fully capture all of the relationships as efficiently as desired. Overall, the results suggest that the model fits reasonably well, but there is room for improvement, particularly in terms of the NFI value.

4.1 DISCUSSION OF FINDINGS

The results of the Smart-PLS revealed consistent findings. The path coefficient between Strategic Marketing Orientation (SMO) and Environmental Awareness (EA) is 0.278, with a T-statistic of 5.018 and a p-value of 0.000. This indicates a strong and significant positive relationship, meaning that an increase in Strategic Marketing Orientation leads to a significant increase in Environmental Awareness. Also, the path coefficient between Strategic Marketing Orientation (SMO) and Purchase is 0.273, with a T-statistic of 4.182 and a p-value of 0.000. This result indicates a significant positive impact of SMO on Purchase, implying that higher levels of strategic marketing orientation result to increased purchase behaviour.

TMO has negative and statistically significant effect on Environmental Awareness, suggesting that tactical marketing orientation reduce environmental awareness significantly. The path coefficient between Tactical Marketing Orientation (TMO) and Purchase is 0.158, with a T-statistic of 3.417 and a p-value of 0.001. This indicates a significant positive relationship, showing that tactical marketing strategies positively impact consumer purchase behaviour.

The path coefficient between Internal Marketing Orientation (IMO) and Environmental Awareness is 0.270, with a T-statistic of 5.200 and a p-value of 0.000. This result indicates a strong and positive relationship between IMO and EA, suggesting that internal marketing efforts, which focus on engaging employees and aligning them with the company's goals, significantly enhance environmental awareness. Also, the path coefficient between Internal Marketing Orientation (IMO) and Purchase is 0.147, with a T-statistic of 2.264 and a p-value of 0.024. This result shows a moderate and significant positive impact of internal marketing on purchase behaviour.

The path coefficient between Environmental Awareness and Purchase is 0.164, with a T-statistic of 2.784 and a p-value of 0.006. This indicates a positive and significant relationship, suggesting that increased environmental awareness also increases consumer purchasing decisions.

5.0 CONCLUSION AND RECOMMENDATIONS

This manuscript attempted to comprehend the mediating effect of environmental awareness on green marketing orientation on buyers' motivation application to FMCGs in emerging market. The research findings established that IGMO and SGMO does have a positive significant effect on buyers' motivation of FMCGs through environmental awareness as mediation variable. Nonetheless, TGMO does not have the same effect towards purchase of FMCGs through environmental awareness. Our result submitted that preemptive does not give any improvement towards buyers' motivation. This finding needs to be further analysed and tested with particular areas of FMCGs to better understand the cause of such inappropriateness. Therefore, FMCGs products in Nigeria should continue to employ GMOs to their advantage, as consumers are aware of the green, its benefits to them, and how to inform their buying motivation constantly toward the products.

6.0 Practical Implications for Emerging Markets

Growing awareness about the importance of conserving natural resources has resulted in an increasing number of consumers who prioritize environmental issues in their purchasing choices. The FMCG sector in Nigeria has recognized that their success is now linked to their responsiveness to environmental concerns regarding products and services that directly impact consumers, who ultimately drive their success or failure. However, in addition to the relevance of green marketing, many FMCGs still lack environmental accountability by failing to produce or promote goods and services that comply with the environmental standards set by regulatory bodies, making the implementation of green marketing a difficult endeavor. Furthermore, consumers tend to trust the advertising messages of FMCGs, which often impacts their buying decisions; however, in reality, many of these advertisements contain misleadingly exaggerated claims that misrepresent the true environmental friendliness of the product.

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APPENDIX

See (Table 1 Factor Loading) Appendix

Table 1: Factor Loadings

Items	Loadings
SMO1	0.891
SMO2	0.912
SMO3	0.877
SMO4	0.779
SMO5	0.885
SMO6	0.901
SMO7	0.873
TMO1	0.919
TMO2	0.951
TMO3	0.894
TMO4	0.920
TMO5	0.948
IMO1	0.720
IMO2	0.804
IMO3	0.883
IMO4	0.762
IMO5	0.781
PUR1	0.769
PUR2	0.926
PUR3	0.924
ENA1	0.957
ENA2	0.959
ENA3	0.946

Source: SmartPLS Output, 2025

See (Table 2 Construct Reliability and Validity) Appendix

Table 2: Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Strategic Marketing Orientation	0.949	0.956	0.958	0.766
Tactical Marketing Orientation	0.959	0.972	0.968	0.910
Internal Marketing Orientation	0.851	0.864	0.893	0.627
Purchase	0.845	0.842	0.908	0.767
Environmental Awareness	0.951	0.955	0.968	0.859

Source: SmartPLS Output, 2025

See (Table 3 Heterotrait-Monotrait Ratio (HTMT)) Appendix

Discriminant Validity

Table 3 presents the Heterotrait-Monotrait Ratio (HTMT) results, which are crucial for assessing the discriminant validity of the constructs in the study.

Table 3: Heterotrait-Monotrait Ratio (HTMT)

	Environmental Awareness	Strategic Marketing Orientation	Tactical Marketing Orientation	Internal Marketing Orientation	Purchase
Environmental Awareness					
Strategic Marketing Orientation	0.408				
Tactical Marketing Orientation	0.344	0.499			
Internal Marketing Orientation	0.309	0.396	0.444		
Purchase	0.107	0.128	0.186	0.053	

Source: SmartPLS Output, 2025

See (Table 4 Path Coefficient) Appendix

Table 4: Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Decision
Strategic Marketing Orientation -> Environmental Awareness	0.278	0.277	0.055	5.018	0.000	Rejected
Strategic Marketing Orientation -> Purchase	0.273	0.272	0.065	4.182	0.000	Rejected
Tactical Marketing Orientation -> Environmental Awareness	-0.146	-0.150	0.042	3.459	0.001	Rejected
Tactical Marketing Orientation -> Purchase	0.158	0.160	0.046	3.417	0.001	Rejected
Internal Marketing Orientation -> Environmental Awareness	0.270	0.270	0.052	5.200	0.000	Rejected
Internal Marketing Orientation -> Purchase	0.147	0.151	0.065	2.264	0.024	Rejected
Environmental Awareness -> Purchase	0.164	0.163	0.059	2.784	0.006	Rejected

Source: SmartPLS Output, 2025

See (Table 5 Specific Indirect Effects Path Coefficient) Appendix

Table 5: Specific Indirect Effects Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Strategic Marketing Orientation -> Environmental Awareness -> Purchase	0.046	0.045	0.019	2.398	0.017
Tactical Marketing Orientation -> Environmental Awareness -> Purchase	-0.024	-0.024	0.011	2.230	0.026
Internal Marketing Orientation -> Environmental Awareness -> Purchase	0.044	0.047	0.018	2.377	0.018

Source: SmartPLS Output, 2025

See (Table 6 Inner VIF Values) Appendix

Multicollinearity Test

Table 6: Inner VIF Values

	Environmental Awareness	Purchase
Environmental Awareness		1.294
Internal Marketing Orientation	1.268	1.363
Purchase		
Strategic Marketing Orientation	1.253	1.353
Tactical Marketing Orientation	1.014	1.042

Source: SmartPLS Output, 2025

See (Table 7: R-Square) Appendix

Tabe 7: R Square

	R Square	R Square Adjusted
Environmental Awareness	0.227	0.219
Purchase	0.242	0.231

Source: SmartPLS Output, 2025

See (Table 8: F-Square) Appendix

Effect Size

Table 8: F Square

	Environmental Awareness	Purchase
Environmental Awareness		0.028
Internal Marketing Orientation	0.075	0.021
Purchase		
Strategic Marketing Orientation	0.080	0.073
Tactical Marketing Orientation	0.027	

Source: SmartPLS Output, 2025

See (Table 9: Fit Summary) Appendix

Model Fit

Table 9: Fit Summary

	Saturated Model	Estimated Model
SRMR	0.062	0.062
d_ULS	1.074	1.074
d_G	8.815	8.815
Chi-Square	6314.456	6314.456
NFI	0.479	0.479

Source: SmartPLS Output, 2025

See (Figure 1 Study Model) Appendix

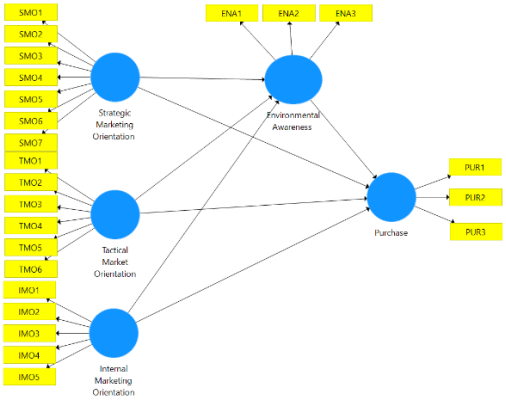

Fig. 1 The Model of the Study:

See (Figure 2 Measurement model of the study constructs and indicators) Appendix

Assessment of Measurement Model

Indicators' Loadings

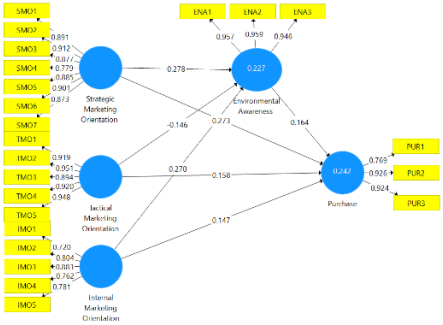

Fig. 2: Measurement model of the study constructs and indicators.

Source: SmartPLS Output, 2025

See (Figure 3 Structural Model and Hypotheses Testing) Appendix

Assessment of the Structural Model

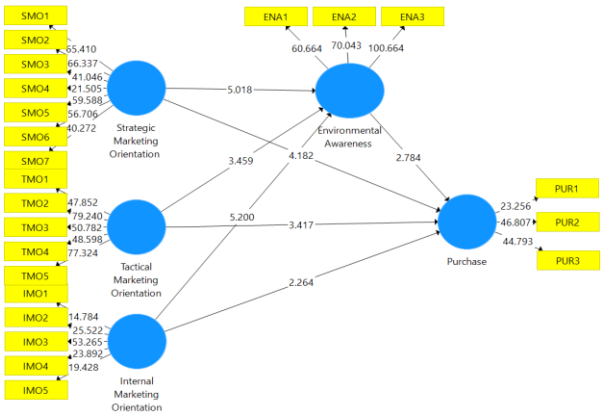

Fig. 3: Structural Model and Hypotheses Testing

Source: SmartPLS Output, 2025

Path Coefficients