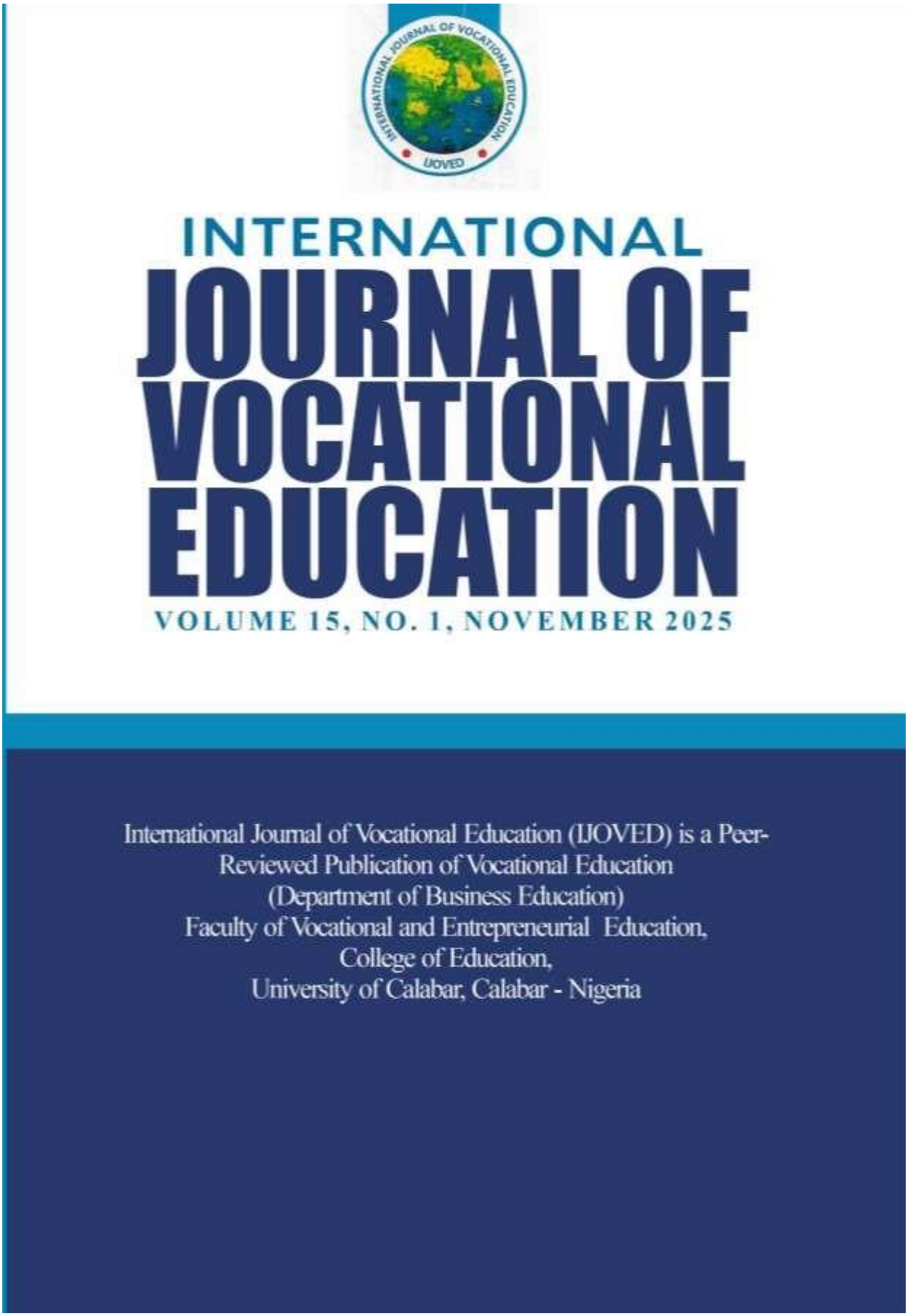

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Editor's Note

This volume presents a focused and contemporary contribution to business and entrepreneurship education, with strong empirical evidence drawn largely from universities, and related contexts across Nigeria, and beyond. The articles explore emerging themes such as artificial intelligence integration, e-learning, entrepreneurship training, curriculum relevance, pedagogical innovation, and enterprise development within higher education systems. The collection reflects the growing intersection between technology, pedagogy, and entrepreneurial outcomes, while also addressing practical concerns such as poverty reduction, market sustainability, and small business performance. The institutional coverage highlights the University of Calabar, University of Cross River State, and other affiliated academic and professional environments, reinforcing the regional relevance and broader applicability of the findings.

The journal invites scholars, researchers, and practitioners to contribute high-quality manuscripts that advance knowledge in business education, entrepreneurship, digital transformation, and related disciplines. Submissions that offer empirical rigor, theoretical advancement, and practical relevance to developing and global education systems are particularly encouraged.

GREEN MARKETING STRATEGIES AS TOLLS FOR MARKET SUSTAINABILITY

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Abstract

As awareness of environmental challenges increases, business is beginning to adopt greener methods to stay competitive and meet consumer expectation. Using strategies like sustainable packaging and environmentally friendly pricing helps reduce negative impacts on the planet while supporting business growth. This study determined the influence of green marketing strategies on market sustainability in Calabar Metropolis. To achieve the study, two research question were raised and two null hypotheses were formulated to guild the study. Predictive correctional research design was adopted for the study. The population for the study consists of 3,848 registered business owners in Calabar Metropolis, comprising 1,539 in Calabar South and 2,309 in Calabar Municipality particularly those involved in manufacturing, retail, and agriculture, where sustainability practice and most relevant. A multi-stage sampling technique involving proportionate and accidental sampling technique was used. First, proportionate was used to select 385 registered business owners that 10 of the total population as sampling technique were employed by the researcher in the administration of the questionnaire. The instruction for data collection was a structure questionnaire titled; Green marketing strategies and market sustainability Questionnaire (GMSMSQ). Mean and standard deviation were used to answer the research question, while simple liner regression was used to test the null hypotheses at .05 levels of significance. It was found that green product innovation and green pricing strategies significance influence market sustainability. It was recommended among others that business owners in Nigeria should be encouraged through government incentives and publicprivate partnership to invest in eco-friendly product development. This include using sustainability raw material, adopting clean production that are energy-efficient and biodegradable

Key words*:* Green marketing strategies, market sustainability, green product innovation, green pricing strategies

Introduction

Market sustainability has become a critical concept in the contemporary economic landscape, especially within developing economies like Nigeria. The term refers to the ability of a market system to maintain its productive and functional integrity over time, despite economic shocks, environmental challenges, or political instabilities (Elkington, 2019). In Nigeria, market sustainability is particularly important due to the nation's reliance on volatile sectors such as oil and agriculture. Fluctuations in global commodity prices, erratic government policies, infrastructural deficits, and insecurity have continually disrupted market systems, hindering long-term economic growth and development (World Bank,

2020). Ensuring market sustainability implies developing systems that are economically viable, environmentally sound, and socially inclusive.

Historically, Nigeria's markets have faced numerous structural and institutional challenges that threaten their sustainability. These include weak infrastructure, poor transportation networks, unstable power supply, and inadequate access to finance for small and medium-scale enterprises (SMEs) (Eneh, 2021). The informal sector, which accounts for a significant proportion of Nigeria's market activities, often operates without regulatory oversight, making it vulnerable to exploitation, inefficiencies, and unsustainable practices. Additionally, corruption, weak regulatory institutions, and poor policy implementation have further compounded market inefficiencies

(Transparency International, 2023). These factors collectively undermine the resilience and adaptability of Nigerian markets.

The sustainability of markets in Nigeria is also significantly influenced by environmental and socio-political factors. Environmental degradation caused by industrial pollution, deforestation, and poor waste management practices poses a threat to the viability of agricultural and industrial markets (Adewuyi & Oyejide, 2022).

Furthermore, the increasing effects of climate change, such as flooding and desertification disrupt market supply chains, particularly in rural areas that rely on agricultural production. Socially, rising poverty rates, unemployment, and regional inequality hinder inclusive market participation and access to economic opportunities, which are essential for sustainability (UNDP, 2021).

In response to these challenges, several initiatives have been launched to promote market sustainability in Nigeria. These include government policies aimed at improving the ease of doing business, financial inclusion programs, and the development of green and circular economies (CBN, 2022). Additionally, international development partners such as the World Bank, UNDP, and African Development Bank have provided technical and financial assistance to enhance market resilience and foster sustainable business practices. However, the impact of these interventions has been mixed due to issues such as policy inconsistency, lack of political will, and poor stakeholder engagement (Ogunleye, 2018).

The private sector also plays a vital role in driving market sustainability. Companies that incorporate environmental, social and governance (ESG) principles into their operations contribute to more resilient and sustainable markets (Idemudia, 2009). In Nigeria, some firms have adopted sustainable business models, such as renewable energy ventures, eco-friendly packaging, and wasteto-wealth initiatives. However, these practices remain largely limited to urban centers and formal enterprises. There is

still a significant gap in awareness, capacity, and incentives for widespread adoption of sustainable practices across all market levels (NBS, 2022).

Furthermore, sustainable markets in Nigeria must address the issue of consumer awareness and behavior. Many consumers lack information on sustainable products and services, and price sensitivity often drives them toward cheaper, less sustainable options. Promoting sustainable consumption requires not only awareness campaigns but also policy measures such as subsidies for eco-friendly products, tax incentives for green businesses, and support for innovation in sustainability-driven entrepreneurship (Iwu&Ekwe, 2021). Education and advocacy are thus critical tools for changing attitudes and behaviors toward market sustainability.

Market sustainability in Nigeria is a multifaceted challenge that requires coordinated efforts across government, private sector, civil society, and international organizations. While notable progress has been made in addressing some structural barriers, much remains to be done to build resilient, inclusive, and environmentally sustainable market systems. A sustainable market not only enhances economic stability but also contributes to national development and poverty reduction. Future strategies must therefore be holistic, inclusive, and contextspecific, ensuring that economic growth is pursued without compromising the needs of future generations (Sachs, 2015). This could be achieved through green product innovation, Eco-labeling/ environmental certifications, and green pricing strategies.

Green product innovation plays a vital role in promoting market sustainability in Nigeria by addressing both environmental concerns and consumer needs. By developing products that are eco-friendly, biodegradable, and energy-efficient, businesses can reduce their ecological footprint while gaining competitive advantage in an increasingly sustainability-conscious market (Akinbami *et al*., 2019). In Nigeria, innovations such as solar-powered lamps, organic fertilizers, and reusable packaging have begun to shift consumption patterns toward more sustainable options. These innovations also open up new markets and job opportunities in the green economy. However, challenges such as limited research funding, low technological capacity, and weak policy support hinder widespread adoption (Ogunleye, 2018). Strengthening innovation systems and encouraging public-private partnerships is key to deepening green product development and enhancing longterm market sustainability.

Green pricing strategies contribute to market sustainability by reflecting the true cost of environmental impact in product pricing and rewarding eco-friendly choices. While sustainable products may be more expensive due to higher production costs, Nigerian consumers are gradually showing willingness to pay a premium for products that align with their values, particularly in urban areas (Iwu & Ekwe, 2021). Pricing strategies such as value-based pricing for organic or solar-powered products help businesses recover costs while reinforcing the importance of sustainability. Moreover, green pricing can incentivize producers to invest in environmentally responsible methods.

However, widespread adoption is constrained by income disparities and low purchasing power among the majority of consumers. To enhance the impact, government subsidies and incentives for green products could make sustainable choices more accessible.

Together, green product innovation, and green pricing strategies form an integrated approach to market sustainability in Nigeria. When businesses innovate sustainably, label their products transparently, and price them responsibly, it strengthens consumer trust and promotes responsible production and consumption. This synergy not only contributes to environmental conservation but also fosters resilient economic growth and improved public health

(UNDP, 2021). In Nigeria‘s context, where the informal economy is large and environmental degradation is rising, the integration of these

strategies is essential for a sustainable market transition. As global trends increasingly favor sustainability, adopting these approaches can help Nigerian firms compete internationally while supporting national development goals. Strategic alignment between businesses, government policies, and consumer education will be vital to unlocking the full potential of these strategies.

Statement of the problem

Market sustainability in Nigeria is highly relevant as it ensures long-term economic stability, promotes inclusive growth, and supports environmental conservation. By building resilient markets that can withstand economic shocks, resource constraints, and social challenges, the country can create more stable livelihoods for its population and reduce dependency on unsustainable practices. Sustainable markets also encourage innovation, enhance competitiveness, and attract investment, particularly in sectors like agriculture, energy, and manufacturing. Moreover, they contribute to job creation, poverty reduction, and equitable access to goods and services, which are essential for national development and social cohesion in a rapidly growing economy like Nigeria.

Unfortunately, market sustainability in Nigeria has faced significant failure due to persistent structural, economic, and governance challenges. Poor infrastructure, erratic power supply, and inadequate transportation systems have hindered efficient production and distribution of goods and services. Corruption, policy inconsistency, and weak regulatory institutions have discouraged investment and eroded consumer and investor confidence. Additionally, the dominance of the informal sector, limited access to credit, and lack of support for small businesses have prevented many enterprises from adopting sustainable practices. Environmental degradation, insecurity in key regions, and a general lack of public awareness about sustainability have further weakened market resilience, leading to shortterm growth strategies that undermine longterm development goals (Njokuss *et al*,2024)

. Despite various efforts by the Nigerian government to promote market sustainability through policy reforms, financial inclusion programs, and infrastructure development initiatives, these measures have largely failed to yield positive and lasting results. Challenges such as poor implementation, corruption, lack of continuity in policies, and minimal stakeholder engagement have undermined their effectiveness. Many programs have not addressed the root causes of market instability, including environmental degradation, weak regulatory oversight, and limited support for innovation. This study intends to bridge these gaps by exploring the application of green market strategies such as green product innovation, and green pricing to create a more resilient, inclusive, and environmentally responsible market system in Nigeria. By focusing on sustainability-driven approaches, the study aims to offer practical solutions that align economic growth with long-term environmental and social goals; hence, the reason for this study.

The study is anchored on theTriple Bottom Line (TBL) Theory, developed by John Elkington in 2019, is a sustainability framework that encourages organizations and economies to evaluate their performance not only based on financial outcomes but also on social and environmental impact. The three dimensions Profit (economic value), People (social equity), and Planet (environmental responsibility**)** are interdependent and must be balanced to achieve long-term sustainability. Elkington argued that focusing solely on profit without considering the environmental and social costs of business operations leads to short-sighted and ultimately harmful economic practices. The TBL theory promotes a holistic view of development, where businesses and markets are accountable for creating value across all three pillars.

The TBL theory is highly relevant to this study because it provides a structured lens through which green strategies can be evaluated and implemented. Nigeria's markets have historically prioritized profit while neglecting the social and environmental consequences of production and consumption patterns. By adopting the TBL framework, the study can assess how green market strategies such as eco-labeling, sustainable pricing and green product innovation can support not only economic growth but also environmental conservation and social inclusiveness. It aligns with the study's objective to propose solutions that go beyond short-term profitability to achieve sustainable market strategic sustainability leadership. In Nigeria, where environmental degradation and inequality are prominent, applying TBL principles can drive systemic change that makes markets more resilient and equitable.

At the national level, the TBL framework supports Nigeria's broader sustainable development goals by aligning market activities with long-term environmental and social stability. It encourages collaboration among government, private sector, and civil society to address issues like poverty, unemployment, and climate change through inclusive and

The main purpose of this study was to predict green market strategies as tools for market sustainability in Nigeria. Specifically, the study sought to predict the influence of:

1. Green product innovation on market sustainability in Nigeria.
2. Green pricing strategies on market sustainability in Nigeria.

Research questions

The following research questions were raised to guide the study

1. How does green product innovation influence market sustainability in Nigeria?
2. To what extent does green pricing strategies influence market sustainability in Nigeria?

Statement of hypotheses

The following null hypotheses were formulated to guide the study

1. There is no significant influence of green product innovation on market sustainability in Nigeria.
2. Green pricing strategies do not significantly influence market sustainability in Nigeria.

systems.

The implications of the TBL theory for Nigeria's market sustainability are significant. Firstly, it calls for a shift in both public policy and business practices toward integrated reporting and decision-making that considers social and environmental outcomes. This may involve introducing regulations that incentivize green innovation, support for ethical business models, and increased investment in renewable energy and waste reduction. Secondly, the TBL approach urges companies and market actors to move from compliance-based environmental actions to

Objectives of the study

sustainable market systems. For researchers and policymakers, it provides a robust theoretical foundation to analyze the effectiveness of green market strategies and identify gaps in current practices. Ultimately, the TBL theory underscores that sustainability is not a trade-off between profit and responsibility, but a strategy for building stronger, more future-ready markets in Nigeria.

Method

The study was conducted in Nigeria. Nigeria is a diverse and populous country located in West Africa, bordered by Benin, Niger, Chad, and Cameroon, with a coastline along the Atlantic Ocean. It is the most populous country in Africa, with over 200 million people, and is known for its rich cultural heritage, comprising over 250 ethnic groups and multiple languages, with Hausa, Yoruba, and Igbo being the major ones. Nigeria operates as a federal republic and has a mixed economy heavily reliant on oil exports, though agriculture, telecommunications, and services also contribute significantly to its GDP. Despite its vast natural and human resources, the country faces persistent challenges such as corruption, infrastructural deficits, poverty, and insecurity. Nevertheless, Nigeria remains a regional powerhouse with immense potential for economic growth, innovation, and global influence.Predictive correlation research design was adopted for this study. Predictive correlation design is a non-experimental research approach used to determine whether one or more independent (predictor) variables can predict an outcome (dependent variable). Predictive correlation design was suitable for this study because it availed the researcher the opportunity to investigate how green market strategies could predict market sustainability in Nigeria. The population of the study comprises all registered

study was 300 SMEs selected using a stratified random sampling technique across three key economic hubs in Nigeria: Lagos, Abuja, and Port Harcourt. The sample was drawn from businesses in manufacturing, agriculture, and retail sectors to ensure sectoral representation. The choice of the 300 SMEs was in line with Israel (1992) that when dealing with a large population (over 10,000), a sample size of 200 to 400 respondents is generally sufficient to obtain statistically reliable results with a margin of error between 5% and 7% at a 95% confidence level.Data was collected using a structured questionnaire of 20 items developed by the researchers, titled; Green Market Strategies as Tool for Market Sustainability Questionnaire (GMSTMSQ). The instrument was divided into two parts with part one used to collect information on the bio-data of the respondents. While part two was divided into three sections covering the two sub-independent variables and the dependent variable of the study.

The instrument was designed using a four-point response scale of Strongly Agree (SA) = 4; Agree (A) =3; Disagree (D) =2 and strongly disagreed (SD) =1. Three experts; two from the Department of Business Education and one from the Department of Educational Foundations (Test and
Measurement Unit) validated the instrument while the internal consistency of the instrument was determined using Cronbach alpha technique which yielded an overall index of 0.87. The data was collected by the researchers with the help of three research assistants. The research questions were answered using mean and standard deviation while hypotheses were tested using simple linear regression analysis.

Results

The result of the analysis is presented in Tables 1 and 2. The hypotheses were tested at .05 significant levels.

Research question one

How does green product innovation influence market sustainability in Nigeria? To provide answers to the above research question, the model summary from the regression Table was used and the result is presented in Table 1.

Table 1: Model summary of the influence of green product innovation onmarket sustainability

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.225[a]	.051	.046	4.543

Table 2: Model summary of the influence of green pricing strategies on market sustainability

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.169 [a]	.024	4.595	.029

Source: Field Survey, 2025

small and medium-scale enterprises (SMEs) operating in Nigeria's formal sector, particularly those involved in manufacturing, retail, and agriculture, where sustainability practices are most relevant.The sample population for the
Source: Field Survey, 2025

Table 1 showed the influence of green product innovation on market sustainability. The R correlation coefficient of the variable is .225 which implied that green product innovation influence market sustainability. In addition, the influence is a positive one, this showed that as green product innovation increases, there is likelihood that there be an increase in market sustainability. Table 1 also showed the coefficient of determination (Adjusted R-Square value) of 0.46 this indicated that overall, 46 percent of the variance in market sustainabilityis accounted for by green product innovation. Research question two

To what extent do green pricing strategies influence market sustainability in Nigeria?

To provide answers to the above research question, the model summary from the regression Table was used and the result is presented in Table 2.
Source: Field Survey, 2025

Table 2 showed the influence of green pricing strategies on market sustainability. The R correlation coefficient of the variable is .169 which implied that green pricing strategies influence market sustainability. In addition, the influence is a positive one, this showed that as green pricing strategies improved, there is likelihood that market sustainabilitywould also improve. Table 2 also showed the coefficient of determination (Adjusted R-Square value) of 0.24. This indicated that overall, 24 percent of the variance in market sustainabilityis accounted for by green pricing strategies.

Table 3: Summary of Simple Linear Regression Analysis for the predictive validity of green product innovation on market sustainability n = 327

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Regression	240.027	1	240.027	11.632*	.001
Residual Total	4498.423	218	20.635		
	4738.450	219			

Hypothesis one

There is no significant influence of green product innovation on market sustainability in Nigeria.The independent variable in this hypothesis is green product innovation, while the dependent variable is market sustainability.

The test statistic used in testing the hypothesis was Simple Linear Regression. The results of the analysis are presented in Table 3.

Results of the analysis in Table 3 show that the calculated F-ratio of 11.632 is significant since the p-value of .001 is less than .05 level of significant. This shows that the predictor variable (green product innovation) significantly influenced the criterion variable (market sustainability). Results also show a correlation coefficient, measuring the strength of association between the two variables (R) of 0.29, and coefficient of determination (Adjusted R2) of 0.046. This shows the extent to which the variation of the dependent variable about its mean is explained by the independent variable. It means that 4.6% of the variation in market sustainabilitywas as a result of variation in green product innovation, while the other 95.4% (1-R2) was as a result of variables extraneous to the study.

Hypothesis two

Green pricing strategies does not significantly influence market sustainability in Nigeria. The independent variable in this hypothesis is green pricing strategies, while the dependent variable is market sustainability. The test statistic used in testing the hypothesis was Simple Linear Regression. The results of the analysis are presented in Table 4.

Table 4: Summary of Simple Linear Regression Analysis for the predictive validity of green pricing strategieson market sustainability

Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.
Regression	135.515	1	135.515	6.418*	.012
Residual Total	4602.935	218	21.114		
	4738.450	219			

Source: Field Survey, 2025

Results of the analysis in Table 4 show that the calculated F-ratio of 6.418 is significant since the p-value of .012 is less than .05. This shows that the predictor variable (green pricing strategies) significantly influenced the criterion variable (market sustainability). Results also show a correlation coefficient, measuring the strength of association between the two variables (R) of .169, and coefficient of determination (Adjusted R^2) of .024. This shows the extent to which the variation of the dependent variable about its mean is explained by the independent variable. It means that 2.4% of the variation in market sustainabilityis as a result of variation in green pricing strategies, while the other 97.6% (1-R2) was as a result of variables extraneous to the study.

Discussion of findings

Green product innovation and market sustainability in Nigeria.

The findings in this aspect of the study revealed that green product innovation significantly influence market sustainability in Nigeria. The implication of this study is that with green product innovation, there would be an improvement in market sustainability. The finding agreed with the result of Ogunleye (2018) that innovations such as solar-powered lamps, organic fertilizers, and reusable packaging have begun to shift consumption patterns toward more sustainable options. These innovations also open up new markets and job opportunities in the green economy.

However, challenges such as limited research funding, low technological capacity, and weak policy support hinder widespread adoption.

On green pricing strategies on market sustainability in NigeriaThe findings in this aspect of the study revealed that green pricing strategiessignificantly influence market sustainability in Nigeria. The implication of this study is that with where green pricing strategies is adopted; there would also be an improvement in market sustainability. The result of the finding agreed withIwu&Ekwe(2021),who found that pricing strategies such as value-based pricing for organic or solar-powered products help businesses recover costs while reinforcing the importance of sustainability. Moreover, green pricing can incentivize producers to invest in environmentally responsible methods. However, widespread adoption is constrained by income disparities and low purchasing power among the majority of consumers.

Conclusion

Based on the findings of the study, it was concluded that green market strategies such as green product innovation and green pricing strategiessignificantly influence market sustainability in Nigeria. Therefore, small and medium scale business owners should take advantage of the two strategies at all cost for a sustainable marketin Nigeria.

Recommendations

The following recommendations were made based on the results of the finding: 1. Business owners in Nigeria should be encouraged—through government incentives and public-private partnerships—to invest in eco-friendly product development. This includes using sustainable raw materials, adopting clean production technologies, and designing

products that are energy-efficient and consumer purchase. This can be achieved biodegradable. through cost-benefit transparency,

2. Entrepreneurs should implement pricing government subsidies for green products, strategies that reflect the value of and tiered pricing sustainability without discouraging
3. models.

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