GREEN PRODUCTS AWARENESS AND ITS INFLUENCE ON THE PURCHASE OF GREEN PRODUCTS IN WINDHOEK, KHOMAS REGION OF NAMIBIA

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Abstract

The purpose of this research was to study green products awareness and its influence on the purchase of green products in Windhoek, Khomas Region of Namibia. The main objective of the study was to find out the level of awareness towards green products purchase. The study adopted mixed methods, primary data was collected using a standardised interview guide and structured questionnaires. A sample of 120 respondents was considered in the current research.

In-depth interviews were conducted to assess the level of awareness of green products purchase in the Khomas region. Quantitative primary data collected through structured questionnaires were coded, cleaned and entered into SPSS version 23 for analysis. Descriptive statistics, t-test and chi-square test for associations of continuous and categorical variables performed. The predictors for purchase of green products were determined using bivariate and logistic regression analysis. The qualitative data was analysed using thematic analysis.

Statistically significant association between the purchases of green products with the three main sources from which respondents knew about green products prevailed. The research finds statistically significant association between the purchases of green products with the role of social media in creating green product awareness. It also emerged that a statistically significant association between the purchase of green products and the independent variables determining green product information confirmed. The research also finds a negative association between purchase of green products and the knowledge about environmental benefits of green products. The results also showed that the main sources of green product information were the television, radio and social media.

Key words: *Green products; Green products awareness; Purchasing*

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Introduction

The purchase of green products is the result of increased consumer awareness of their environmental related health benefits associated to products. In addition, other ecological problems such as climate change, depletion of ozone layer, raising sea levels, temperatures, increased radiation that is harmful to human health and environment, desertification, among other environmental concerns promotes the need for green products purchase. Thus, green products remains indispensable mitigating measures to counter global climate change.

Namibia is one such country in the world that advocates for the purchase of green products. The country has a growing population of 2.3 million people and reflects an untapped market for green products with over 60,000 households in Windhoek. Consumers have started showing green attitudes, green sensitivity and green concern in their buying behaviour in the country (Dopaco & Raposo, 2009; Barber, 2010; Okada and Mais, 2010). The need for green products is paramount in Namibia given her geographical location and associated temperatures. History reflects that from 1961 up to the year 2000, there has been an upsurge in temperatures in Southern Africa including in Namibia (New et al., 2006). As a result, the occurrences of sea storms, floods, cyclones and life threatening weather conditions are expected to increase from 1.5◦C to 6◦C by the year 2100 in Namibia (Desanker, 2009). This uncomfortable situation threatens human existence globally. Given the aforesaid, Namibia has a mammoth target of reducing greenhouse gas emission by 89 per cent by 2030; reducing the deforestation rate by 75 per cent, extending agriculture to 80000 hectors by 2030 and restoring 15 million hectors of grassland by 2030. This is a mammoth task to climb that position the country in a difficult situation.

The country`s initiative to remind and persuade consumers to purchase green products remains indispensable. This research therefore seeks to establish the level of awareness of purchase of green products in Namibia focussing on Khomas region. What means does the country focus on to enhance these initiatives? What is the reception of the population to this effect? Is there an association that exists between promotion of green products and the purchase of the said products? This question amongst others remains the cornerstone of the current research.

Background and context of the study

In 1969, Namibia signed the first treaty on International Convention on Civil Liability for Oil Pollution Damage. The country has since been faced with serious problems of desertification, excessive amounts of radiation, environmental degradation and ever increasing temperatures which are as a result of climate change and environmental destruction. This has prompted Namibia to become an active member of the United Nations Framework Convention on Climate Change (UNFCCC), which is an organisation that facilitates negotiations on climate change.

Thus, the country became a part of the global team that aims to address environmental destruction and climate change challenges. Namibia joined the negotiations at the Conference of the Parties (COP) 16 held in Cancun, Mexico in December 2010 and has signed more than 18 treaties at different global conventions and programs (Ministry of Environment and Tourism, 2010). Namibia has the largest desert in sub-Saharan Africa with the highest emissions of carbon dioxide in the Southern African Development Community (SADAC) region. Carbon dioxide is responsible for the increase in temperatures (Ministry of Environment and Tourism, 2005).

Article Six of UNFCCC requires all its members to work together on climate change challenges by engaging in mitigating and adaptation activities, equally by participating actively in educating, training and creating public awareness. Involvement is required from various governments, research organisations, local communities, private sectors and Non-profit making organisations in order to come up with appropriate stratagem for combating global challenges of climate change. Advertising is a means of sharing with the consumers crucial adaptive and mitigating tactics of combating climate change and environmental destruction.

Namibia's Fourth National Development Plan (NDP4) priority areas are namely agriculture, manufacturing, tourism, logistics, public infrastructure and institutional healthcare. These areas are directly impacted by anthropogenic activities which in turn also are affected by climate change. Hence, this study focuses on promotion of green products in the country. This influences consumer behavioural change towards actively engaging in responsible green products purchase, responsible green consumption, responsible green manufacturing and responsible after use green disposal. These are very much in line with the efforts and plans geared towards the achievements of Namibia NDP4 Vision 2030.

Namibia has one of the most well-articulated environmental management acts in the world, but yet it is faced with the worst environmental challenges in the world, despite these articulations Namibia continue to be the leading desert in Southern Africa, with the leading carbon dioxide emission levels in Southern Africa, scarcity of rain to sustain its livestock, agricultural activities and wildlife. Therefore, environmental sustainability in Namibia is in danger; climate conditions in Namibia cannot sustain its agriculture and livestock, while water and energy shortage remains a huge challenge. The harsh climate conditions are a result of global economic activities caused by anthropogenic activities (Ministry of Environment and Tourism Republic of Namibia, 2008; Guide to the Environmental Management Act No 7 of 2007). The following table 1.1 below reflects the country`s history in global environmental challenges awareness.

Table 1.1: **Chronological order of Namibia's participation in Global environmental challenges**

Time Period in Chronological Order	**Namibia's participation in Global environmental challenges**
1960	Environmental NGO's overseeing third parties began to form Environmental NGO's overseeing
1969	Namibia signed a treaty on international Convention on Civil Liability for Oil Pollution Damage (Lidsky, 2010).
1971	Namibia signed a treaty on Wetlands of International Importance, especially as Waterfowl Habitat, 1971 (Ramsar Convention).
1972	Namibia signed a treaty on Convention Concerning the Protection of the World Cultural and Natural Heritage, 1972 , UN Conference on Human Environment in Stockholm (Lidsky, 2010).
1973	Namibia signed a treaty on International Convention for the Prevention of Pollution from Ships, 1973 (Lidsky, 2010). -Namibia signed a treaty on Convention on International Trade in Endangered

	Species of Wild Fauna and Flora (CITES), 1973 (Lidsky 2010).
1975	- Namibia signed a treaty on World Heritage Convention, 1975 (Lidsky, 2010).
1985	- Namibia signed a treaty on Vienna Convention for the Protection of the Ozone Layer, 1985 (Lidsky, 2010).
1989	Namibia signed a treaty on Basel Convention on the Control of Trans boundary Movements of Hazardous Wastes and their Disposal, 1989 (Lidsky, 2010).
1992	Namibia signed a treaty on Framework Convention on Climate Change, 1992 (Lidsky, 2010) -Namibia signed a treaty on Convention on Biological Diversity, 1992 (Lidsky, 2010).
1994	1994- Namibia signed a treaty on Convention to Combat Desertification in those Countries Experiencing Serious Drought and/or Desertification, Particularly in Africa, 1994 (Lidsky, 2010).
1995	Namibia signed a treaty on Formation of the Environmental Choice Program, another regulatory body that helps create standards for Green Products. -Namibia signed a treaty on SADC Protocol on Shared Watercourse Systems in the Southern African Region, (1995 Guide to the environmental management act No 7 of 2007 Ministry of Environment and Tourism Republic of Namibia 2008).
1997	Namibia signed a treaty on Convention on the Law of the Non-Navigational Uses of International Watercourses, 1997 (Lidsky, 2010)
1998	Namibia signed a treaty on Convention on the Prior Informed Consent Procedure for Certain Hazardous Chemicals and Pesticides in International Trade, 1998 (Lidsky, 2010). -Namibia embarked on constituting consumer law (which has not been finalized) (Lidsky, 2010).

1999	Namibia signed a treaty on SADC Protocol on Wildlife Conservation and Law Enforcement, 1999
2000	2000- Namibia signed Cartegena Protocol on Biosafety, 2000 (Lidsky, 2010).
2001	Namibia signed a treaty on International Treaty on Plant Genetic Resources for Food and Agriculture (Lidsky, 2010), 2001, (SADC Protocol on Forestry, (2002).
2007	Namibia environmental act No. 7 of 2007 implementation came into existence principles of environmental management states among others: (j) a person who causes damage to the environment must pay the associated costs for rehabilitation
2010	Namibia has becomes an active member in the United Nations Framework Convention on Climate Change (UNFCCC) negotiation processes after nearly two decades of climate change negotiations, COP 16 held in Cancun, Mexico in December 2010 (Ministry of Environment and Tourism- Web address: www.met.gov.na) However, despite the growth in the number of green products, green marketing is on the decline as the primary sales pitch for products.[citation needed Shel Horowitz, a green marketer for over 30 years and primary author of Guerrilla Marketing Goes Green
2015	Namibia Parliament approve Intended National Contribution Document (INDC), outlining the intended actions to mitigate and adapt to climate change
2016	Namibia participated in the (COP22) held in Marrakech in North- African, Morocco(New Era, 2017) Namibia Ratified the Paris Agreement on Climate Change

Sources Meyer, (2010); Guide to the Environmental Management Act No 7 of 2007 Namibia

Problem statement

In Sub Saharan Africa, Namibia is the most affected country by the problem of climate change. Namibia has the worst desertification in Southern Africa with drastic drought, increasing temperatures, insufficient rain, unsustainable agricultural activities, and the highest radiation, among other environmentally related problems. Research shows that green products with ecological and health benefits are not being fully utilised whilst conventional products that are not environmental friendly and with little health benefits are thriving. The difference between the two products awareness creates a big gap in the marketing of the products and needs further investigation. This is a major concern that prompted a research of this nature. The research therefore, seeks to find out the level of association of green products purchase awareness and purchase in Khomas region.

Overall objective

The primary objective of the current study is to investigate the level of association of green products awareness and its influence on purchase in Windhoek, Khomas Region in Namibia. The secondary objective of the study is to determine the level of awareness and purchase of green products in Namibia.

Purpose of the Study

The purpose of the current study is to investigate the level of association of awareness of green products and its purchase in the Khomas region in Namibia. The study also seeks to determine the level of awareness and purchase of green products in Namibia.

Literature review

The purpose of literature review in any research is to identify gaps. Research is only conducted in order to fill in the gaps. It is also important to know what others who came before us did and literature review will guide the current researchers in avoiding to re-inventing the wheel. Literature relevant to green products and green products awareness remains indispensable in this study.

Albino *et al.* (2009) defined green products as product designed to minimise its negative environmental impacts during its whole life cycle. In particular, the renewable resources used should minimise toxic materials; ensure that renewable resource takes place in accordance with their rate of replenishment. Chen *et al.* (2006) defined green products as green development that tackles ecological issues through

product design and innovation. Environmental preservation through the purchase of green product is therefore a priority in protecting and preserving the people of Namibia against the irreversible harmful repercussions of climate change.

Eco- Labelling of Green Products

The existence of sustainable green business relies on sustainable production, sustainable consumption and environmental sustainability (Defra, 2005; Defra, 2006). Studies have revealed that the environmental conservation is the single most issue of concern and this can be achieved by manufacturers' participation, legislator involvement, retailer's participation and most importantly product labelling involvement. The art of communicating the effects of green product labels on environmental conservation in a simple, clearer and understandable manner such that the consumers can easily make environmental friendly purchase decisions based on such information is called Omni-label. The major principle of Omni- labels is in "honesty labelling (Lang, 2008; Leeks and Wood, 2011; Upham *et al*., 2011; PCA, 2009; McMillan *et al*., 2010). Ecological labelling with appropriate eco- logos has been observed to influence supply chains, consumer purchase behaviour and consumer attitude towards environmental conservations (White *et al*., 2009; Thorgersen, 2002).The gap left by scholars in the study of eco- labels is that some studies focus mostly on the final results bases and their real impact on environment while others studies focus on standards, policies, benchmarks, values and practices (Leire and Thidell,2005; Stroud, 2009; Edser, 2009; Segal and MacMillan, 200; Food Navigator, 2009;Harbaugh *et al*., 2011). The guideline for labelling green products falls under mechanisms and drivers, practicalities (cost aspects, administration, outcome rating metrics, communications. Effective and simple methods of communication based on target audience, only creditable data on how eco- labels impacts environment should communicated), careful selection, purpose and objectives (Green *et al*., 2012).

Typology of Environmental Claims

Studies carried out by Carlson et al. (1993) emphasised on green advertisements in which five typological classifications were observed. These included appeal, objective, characters, advertiser, greenness, product image and issues highlighted in the ads (Banerjee et al., 1995). Easterling et al. (1996) noted that the major themes frequently advertised were corporate image and product attributes.

Advertising and Consumer Decision Making

Kumar and Raju (2013), customers are more inclined towards advertisements that are in line with their opinion. The main objective of advertisement is to influence consumer buying behaviour, attitude and awareness (Ayanwale et al., 2005). Extended green product decision making happens when the price of green product is high, the green product choice is broad, high risks is involved and when an elaborate purchase process is needed, intensive search is required, high involvement and carefully extended purchase process (Hawkins and Mothersbaugh, 2010).

Green Corporate Advertising vs. Green Brand Equity

Brand equity comprises of brand loyalty, brand association, brand asset and brand preference. Advertising plays an important role in green products brand building, brand designer and green brand strategist use advertising as an important promotion mix tool to achieve green brand preference and to encourage brand switching. Through corporate advertising consumers are exposed to differential products with unique green product characteristics. Green brand identity can only be created by constituency in the green product message which is aligned to its deliverables and in green product homogeneous characteristics, Promises in advertisement message which are not consistent with their deliverables frustrates the expectation of green consumers and damages green brand reputation.

John & Sons (2010) stated that to market effectively, green businesses need to market differently to three different audiences: "deep green," "lazy green," and "non-green"; each will have different trigger points that will move them to buy, and for the non-green audience, marketing effectively usually requires emphasising product superiority rather than care for the planet. Despite emerging environmental awareness, not many products are marketed in a way that is considered “green” today. However, some products begin to appeal to a small but growing consumer segments that have rejected mainstream consumer brands.

Advertising vs. Green Product Familiarity

In recent studies, researchers have tried to generalise the outcomes of brand name familiarity into decision contexts where other evaluative information is present. Using advertising format, Moore and Hutchinson (1985) measured subjects' reactions to affective associates as compared to the brand (e.g., advertising background visuals) and levels of brand familiarity. The study revealed two days after

exposure to advertisements, subjects' reactions to the ads' affective associates were the strongest mediators of brand liking. One week after exposure, however, brand name familiarity ratings were the dominant attitudinal mediator. The pattern of findings strongly suggested that brand name familiarity became the dominant mediators in the delay because affective reactions to the ads were forgotten.

In another advertising experiment, subjects were provided brand attribute information, affective associations to the brand, and varying levels of brand name exposure (Baker, 1985). Significant effects of brand name familiarity on purchase intention occurred, but like Moore and Hutchinson (1985), only after a week's delay from advertisement exposure. Interestingly, the significant effects of brand name familiarity occurred only when the accessibility of advertisement execution information and brand attribute information was at its lowest level and when relative brand name familiarity (brand name familiarity relative to competing brand alternatives) was at its highest level.

Evidence from these two experiments suggests that if meaning is conferred to the stimulus through a complex cognitive process such as attribute belief formation (Lutz, 1975) or simple process such as source evaluation (Petty, Cacioppo and Schumann 1983; Sternthal, Dholakia and Leavitt 1978; Holbrook 1978), then the direct effects of brand name familiarity on evaluation will be attenuated. The findings are consistent with the principle of higher order dominance (Greenwald and Leavitt, 1984).

On the positive side, both sets of the results also suggest that higher order effects of advertising decay much more rapidly than effects of brand familiarity. This suggests that when information from advertisements are not effort fully integrated into brand memory structures, simple effects such as brand familiarity may dominate advertising-based brand evaluation, especially if there is any significant delay between the time of message exposure and brand evaluation.

Green Corporate Advertising

Advertising plays an essential role in communicating green corporate social responsibilities to defuse corporate consumer cynicism. Green corporate advertising is aimed to influence the stakeholders, lawmakers, suppliers, directors, employees and different publics to trust their environmental concerns (Panigyrakis & Kyrousi, 2015; Hatch & Schultz, 1997; Markwick & Fill, 1997). Effective green product advertising structure can achieve effective green advertising message that is appealing.

Most green companies promote themselves indirectly through their green products to attain their expected corporate brand identity, reachability and the reach pattern, which are determined by the amount of green products advertising budget. Companies, which have a negative images and records on environmental issues, have transformed their images through green product repositioning strategies, which includes colour changes, visual elements, tonal changes, logo adjustments and syntax applications. For instance Beyond petroleum company (BP) appealed to its green consumers by changing its log from "BP" to" bp" to reflect change in tone and also changed the colour from yellow to green (Rossiter and Bellman, 2005; Wells et al., 2008, p. 481; Markwick and Fill, 1977; Panigyrakis and Kyrousi, 2015).

Green Advertising Persuasion Knowledge

Persuasion knowledge aims to inform the youth so that they can see the problem at an early stage of their lives and get involved in the climate change and environmental conservation campaign as they grow. Three types of persuasion knowledge are agent knowledge, tact knowledge and topic knowledge. Agent knowledge is non-persuasion related knowledge of an agent (Lorenzon & Russell, 2012, p.58-59). Marketers use this information to make decisions on profit making or consumer persuasion based on the information that available knowledge plays both ad vocative and precedence role (Swaen et al., 2004). Tact knowledge is consumer's individual awareness and understanding skills (Lorenzon & Russell, 2012, p.58-59). Topic Knowledge is the consumer awareness about the specific subject of advertisement (Lorenzon & Russell, 2012, p.58-59). Consumers who are informed about the global challenges climate change has have a positive attitude towards environmental messages and they will willingly purchase green products (Kim & Choi; Barber, 2012).

Consumer Skepticism towards Green Advertising

Consumer skepticism is consumer disbelief that the advertisers will not fulfil their green claims through their products/services offerings. There are two barriers of green claims namely vagueness and scientific terminologies, consumers do not understand green advertisements, which are not clear and are open to multi interpretations, on the other hand advertisements, which use scientific and the consumers (Mohr, Dogan & Pam Scholder, 1998) may not understand technical terminologies. The level of skepticism varies subject to the level of consumer awareness. Recent studies revealed a significant relationship between skepticism and persuasion knowledge. Consumer skepticism towards

false claims plays the most significant role in the influence of green consumer responses such as believability, perception and attitude (Mayer et al., 1993). In this study, multiple regression analysis were used to examine the multiple variables (Moore, 2007; Longnecker, 2010) and four step mediation analysis proposed by Baron and Kenny (1986). Consumers have become "green sensitive" and skeptic about products, which are coloured green, packaged green, branded green and corporate buildings that are painted green, and yet there is little or no environmental concern expressed through the products or services they deal with (Rahman et al.,; Stokke, 2009; Newell et al., 1998).

Green Advertising vs. Public Perception

Anderson (1997) said that green advertising is a component of communication mix used mostly as a marketing strategy to increase sales, but recent studies show that the environment has been part of green advertisement core objectives. He further said that green advertisement targets the feelings of consumers and their cognitive judgments, when the beliefs and attitude of the consumer about corporate image are affected by the advertisement; their purchase decision seems to be affected as well. It images that some consumers are more influenced by green corporate image to purchase green products than the attributes and the ecological benefits of the green products (Edell & Burke, 1987). Desirable consumer response can be obtained by careful and clear expositions of ad goals in the green advertisement content and context, which are in line with such desirable outcomes.

Influence of Stakeholders on Green Product Market

Several empirical studies conducted on the influence of stakeholders on green product market (Garrod, 1997; Lamberg *et al*., 2003; Maignan and Ferrell, 2004; Andriof and Waddock, 2002, USAID, 2004; Pujari et al., 2003; Davis, 1992; Camino, 2007; Mac Intosh, 1990; Polonsky, 1994; Camino, 2007; Varadarajan and Menon, 1988). Previous scholars have classified stakeholder in different ways such as secondary and primary stakeholders (Porters, 1980; Clarkson (1995), and Savage *et al*., (1991). Different types of stakeholders have been identified as unions, employees, consumers, competitors, shareholders, media, NGO's, government bodies, manufactures, community regulation bodies and suppliers (Clarke and Clegg, 1998; Henriques and Sadorsky, 1999; Greenly and Foxall, 1996; Camino, 2007). There have been disagreements among scholars on who should be saliently accepted as green stakeholder. Some opined that legitimate relationship should be the key consideration (Mitchell *et al*., 1997, p. 857), while others took the view that all stakeholders should be accepted regardless of their

legitimate relationships and influence on each other (Polonsky, 1996; Thomlison, 1992; Mitchell *et al*., 1997, p. 857; Camino, 2007).

Literature reviewed in this short paper postulates various means and methods of making green products visible to the consumers. The literature reviewed testifies the deficiencies and scarcity of relevant literature of marketing of green products in transitional economies and not only Namibia. This signifies scarcity of research in this area of green products in the country. Given its central importance in the fast changing climate change and environmental degradation, this research seeks to fill the gap in this area of study by providing an insight into green products marketing and usage in Namibia.

Research design

The research adopted mixed methods in order to explore widely the embedding green products awareness and purchase in Namibia. A convergent parallel mixed method design remained indispensable in this study. The method is a type of design in which qualitative and quantitative data were collected in parallel, analysed separately, and then merged. Ideally, this design prioritises the two types of information equally and used the same sample. The use of mixed methods enriched the study. The study is explorative in nature and it utilises deductive approach. The research considered axiological considerations while collecting data that is to say that maximum confidentiality and professionalism has been assured to all the respondents. The study has also taken ontological position that seeks to establish the truth.

Population

The population of the study was 322 500 people who are estimated to be residing in Windhoek. Given the hugeness of the population, sample considered. Table 3.1 below reflects the population of Khomas region constituency. The research considered Katutura Central Constituency in which only one ward considered as the population of the current study. The considered ward had 400 households. Given the hugeness of the population considering the researchers resources, sampling considered.

Table 3.2: Khomas Region Constituencies

Constituencies	Population
John Pandeni	22,359
Katutura Central	26,904
Katutura East	21,564
Khomasdal North	19,447
Moses Garoëb	41,988
Samora Machel	49,178
Tobias Hainyeko	45,912 (45156)
Windhoek West	53,438
Windhoek East	25,823
Windhoek Rural	19,143

Source: Survey data

Sample

A stratified sampling technique was used in this study in order to determine the demographics of the heterogeneous population. Only, one ward derived from Katutura Central Constituency with 400 households was considered. Strata and stratums, created within the selected ward in which both simple random sampling technique as well as convenient sampling techniques considered. A sample of 120 participants was used in the current study. The sample was calculated using Grey (1992) method of taking 30% of the population. The research population was therefore, 120 participants.

Data analysis

Quantitative primary data collected was cleansed, coded and inputted into SPSS version 23 for statistical analysis. A variety of statistical averages were conducted amongst others inferential and

descriptive statistics. A logistic regression analysis, conducted to predict the level of purchase of green products among sample respondents based on their awareness towards green products on their contributions to green products purchase. A bivariate analysis conducted to determine statistically significant association between the purchase of green products with the three main sources from which respondents knew about green products (p=.000). Wald criterion, which demonstrated that consistence between main sources of green product awareness, performed in the current study.

Results and discussions

Inferential and descriptive statistical tools were applied in this research paper to analyse data collected from the field. Of the 120 respondents, 61% were female and 39% were males. The purchase rate of green products was categorised as low if the percentage of the monthly budget committed towards the purchase of green products was less than 20%. The purchase of green products was categorised as acceptable if over 20% of the monthly income budget was committed to purchase of green products. 83% of the respondent had a low or non-acceptable purchase of green products. A bivariate analysis, table 4.1 below, shows a statistically significant association between the purchase of green products with the age of the respondents (p=0.018) and monthly income (p=0.03). There was no association between purchase of green products (p>0.05) and gender, highest qualification, marital status, religious affiliation, employment, position/rank, institution attended and home language.

Table 4.1: Bivariate Analysis

Characteristics	Frequency (%)	Purchase of green products		χ^2	p-value
		Low (< 20%)	High (≥ 20%)		
Gender					
Female	73(60.8)	61	12	0.146	0.703
Male	47(39.2)	38	9		

Age (years)				11.913	0.018*
Below 20	40(33.3)	34	6		
21-30	10(8.3)	9	1		
31-40	29(24.2)	18	11		
41-50	25(20.8)	23	2		
> 50	16(13.3)	15	1		
Highest qualification				2.205	0.531
Prim/ Sec-(Ed)	55(45.8)	45	10		
Tertiary Institution	36(30)	31	5		
Graduate	13(10.8)	9	4		
Post Graduate	16(13.3)	14	2		
Marital status				5.236	0.115
Single					
Married	84(70)	65	19		
Divorced	30(25)	28	2		
Separated	2(1.7)	2	0		
	4(3.3)	4	0		
Monthly income				16.330	0.003*
N$2000- N$5000	(47)39.2	37	10		
N$5001-N$10000	26(21.7)	16	10		
N$10001-N$15000	17(14.2)	16	1		
N$15001-N$ 20000	19(15.8)	19	0		
Above N$ 20001	11(9.2)	11	0		
Employment status				.148	0.700
Self Employed	56(46.7%)	47	9		
Employed	64(53.3)	52	12		
Home language				2.737	0.603
Oshiwambo	77(64.2)	65	12		
Damara	24(20)	18	6		
Afrikaans	8(6.7)	6	2		

Silozi	6(5.0)	6	0
English.	5(4.2)	4	1

*= *Significant p value by Chi-Square Test at level 0.05*

Source: Survey data

Table 4.2 below shows respondent's awareness towards green products with their association towards the purchase of green products. Out of the 120 respondents who participated in this study, (68.3%) had the knowledge of green products, (25.8%) of the respondents did not know about green products, (0.8%) were not sure about their green product knowledge, (2.5%) of the respondents did not show interest towards knowledge about green products and the remaining (2.5%) of the respondents were interested to know about green products. The popular main sources of green products information were television (43.3%), radio programs and pamphlet as a source of green product information has equal popularity with (11.7%) each, the remaining sources of green product information were peers (5%), newspapers (4.2%) books (1.7%); roadside shows (3.3%), talk shows (8.3%), internet (5.8%, billboards (3.3%) and articles/journals (1.7%). Majority (90%) of the respondents opined that the role of social media in creating awareness was significant, this constituted of (45.8%) of the respondents who opined that the role of social media in creating awareness was significant and (44.2%) of the respondents felt somewhat that the role of social media in creating awareness was significant. However (10%) of the respondents opined that the role of social media in creating green product awareness was not significant. The sources of green product awareness were further narrowed to five, out of which TV was the leading source of green product awareness with (51.7%) of the respondents, followed by radio with (20%), social media had (17.5%), newspapers (6.7%), books and magazines had (4.2%) of the respondents. The purchase rate of green products was categorised as low if the percentage of the budget committed towards the purchase of green products over the monthly income is less than 20%. The purchase of green products was categorised as acceptable if over 20% of the monthly income was committed to a budget for purchase of green products. Majority of the respondent had a low or non-acceptable purchase of green products (82.5%).

Equally important, a bivariate analysis reflected in table 4.2 below, shows the first statistically significant association between the purchase of green products with the three main sources from which

respondents knew about green products (p=.000). Secondly, there is statistically significant association between the purchase of green products with the role of social media in creating green product awareness and the third statistically significant association between the purchase of green products and the eleven main sources of green product information (p= (0.050). There was no association between purchase of green products (p>0.05) and the knowledge about environmental benefits of green products.

Table 4.2: Awareness towards green products with their association towards the purchase of green products

Awareness towards green products	Frequency	Purchase of green products		χ^2	p-value
		Low (< 20%)	High (≥ 20%)		
Do you know about green products?				2.053	0.726
Yes, I know	82(68.3)	66	16		
No, I don't know	31(25.8)	27	4		
Not Sure	1 (0.8)	1	0		
I am not interested to know	3 (2.5)	2	1		
I am interested to know	3 (2.5)	3	0		
Main sources of GP information?				17.856	0.050*
Radio Program	14(11.7)	14	0		
Television	52 (43.3)	43	9		
Pamphlets	14 (11.7)	12	2		
Peers	6(5.0)	5	1		
News Papers	5(4.2)	4	1		
Books	2(1.7)	0	2		
Road Side Shows	4 (3.3)	2	2		
Talk Shows	10(8.3)	7	3		
Internet	7(5.8)	6	1		
Bill boards	4(3.30)	4	0		
Articles/Journals	2(1.7)	0	2		

What is the role of social media in creating GP awareness				6.578	0.037*
Very Significant	55(45.8)	49	6		
Significant	53(44.2)	43	10		
Not Significant	12 (10.0)	7	5		
State three main sources from which you knew about GP				21.314	0.000*
Radio	24 (20.0)	22	2		
TV	62(51.7)	52	10		
Social Media	21 (17.5)	20	1		
News Papers	8(6.7)	3	5		
Books & Magazines	5(4.2)	2	3		
Do you know about environmental benefits of GP				2.111	0.550
Yes, I know	99 (82.5)	80	19		
No, I don't know	12(10.0)	11	1		
Not sure	5(4.2)	5	0		
I am not interested to know	4(3.3%)	3	1		
Do you know about health benefits of green products?					0.988
Yes, I know	96(80)	79	17		
No, I don't know	5 (4.2)	4	1		
Not sure	5 (4.2)	4	1		
I am not interested to know	9(7.5)	8	1		
I am not interested to know	5(4.2)	4	1		

Source: Survey data

Multivariate/Logistic analysis on awareness towards the purchase of green products

A logistic regression analysis was conducted to predict the level of purchase of green products among 120 respondents based on their awareness towards green products on their contributions to green

products purchase (Table 4.3) below. A test of the full model against a constant only model was statistically significant, indicating that the predictors as a set reliably distinguished between low (<20%) and high (> 20%) purchase of green products among the respondents ($\chi^2 = 42.66$, $p<0.002$ with $df = 20$). Nagelkerke's R^2 of 0.495 indicated a good relationship between prediction and grouping by purchase of green product. Prediction success overall was 88.3 % (98% for a high purchase of green product and 42.9% for a low purchase).

The Wald criterion demonstrated that consistence between main sources of green product awareness (OR=1.903 (95%CI: (1.18, 3.08), made a significant contribution to predictions. However, green product knowledge, respondent's knowledge on leading source of media for increasing awareness and role of social media in increasing green product were not significant predictors for purchase of green products. The covariate of main sources of green product awareness was identified as an independent predictor for the purchase of green products.

Table 4.3: Multivariate analysis on awareness towards the purchase of green products

Covariate	***p*-value Sig.**	**OR (95%CI)**
Green product knowledge		
Yes, I know	0.526	0.000
No, I don't know	0.999	0.000
Not Sure	0.999	0.000
I am not interested to know	1.000	0.000
I am interested to know	0.999	0.000

Leading source of media increasing awareness		
Radio Program		
Television	0.637	000
Pamphlets	0.999	.000
Peers	0.999	.000
News Papers	0.999	0.000
Books	0.999	0.000
Road Side Shows	0.999	000
Talk Shows	0.999	0.000
Internet	0.999	0.000
Bill boards	0.999	0.000
Articles/Journals	0.999	0.000
	0.999	0.000
Role of social media increasing green product	0.190	
awareness Very Significant	0.233	-
Significant	0.989	0.243(.024,2.479)
Not Significant		0.984(.105,9.193)
Main sources of green product awareness		
Radio		
TV	0.040*	1.903(1.177,3.078)
Social Media	0.149	0.074 (.002,2.539)
News Papers	0.290	0.196(.010,3.999)
Books and Magazines	0.052	0.017(.000,1.032)
	0.285	7.164(.193,265.653)

Source: Survey data

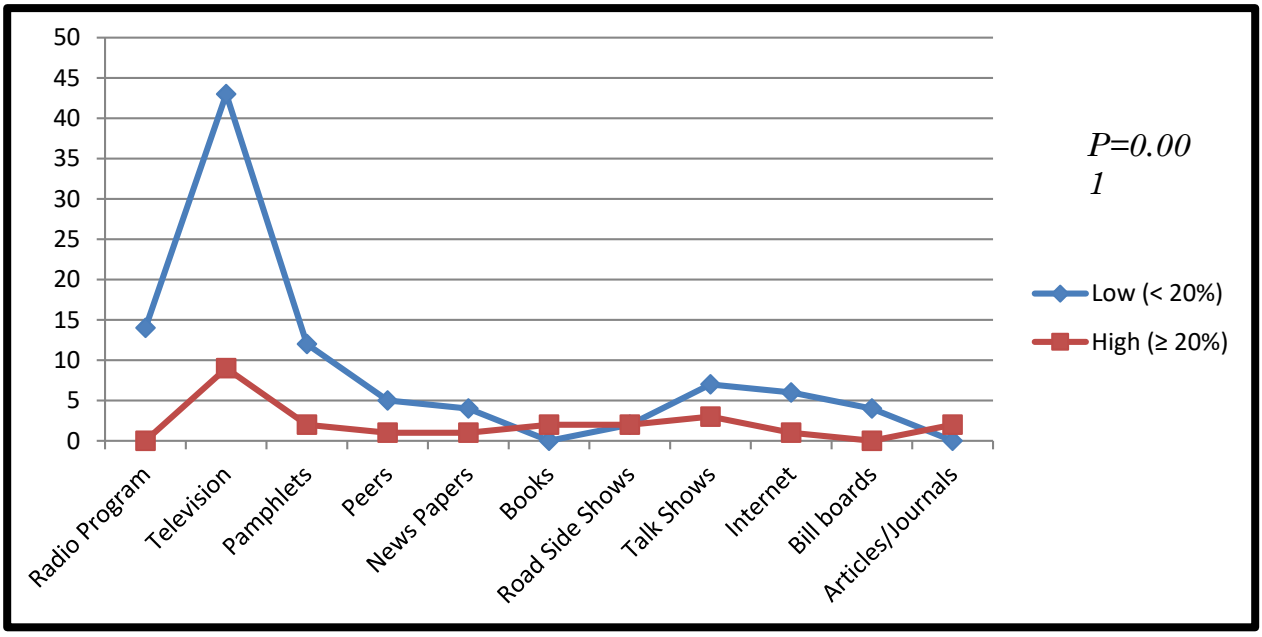

Figure 4.1: Distribution of respondents by the media of awareness on green products

Source: Survey data

The distribution of respondents by the media of awareness on green products which had high acceptable purchase of green product are the respondents who were influenced by television (43.3%) and the respondents who were influenced by radio programs (11.7%). The lowest acceptable green product purchase were the respondents who, influenced by books (1.7%) and the respondents who were influenced by roadside shows (3.3%).

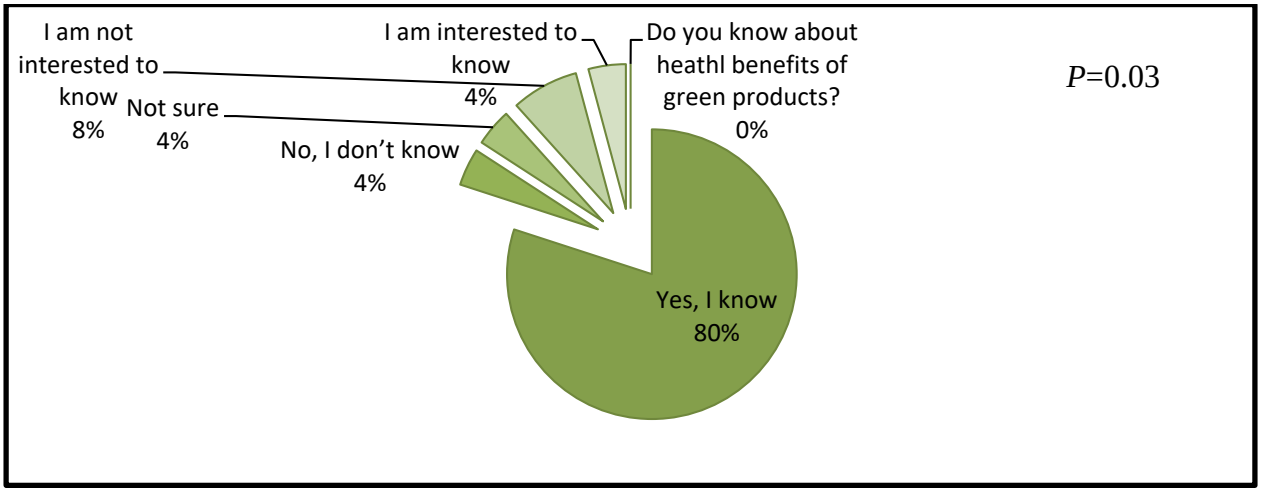

Figure 4.2: Awareness of the health benefits of green products

The results indicate that majority of the respondents were aware of the health benefits of green products (80%), the respondents who did not know of the health benefits of green products (4%), respondents who were not sure of the health benefits green products were (4%), the respondents who were not interested to know of the health benefits of green products were (8%) and those interested to know of the health benefits of green products were (4%).

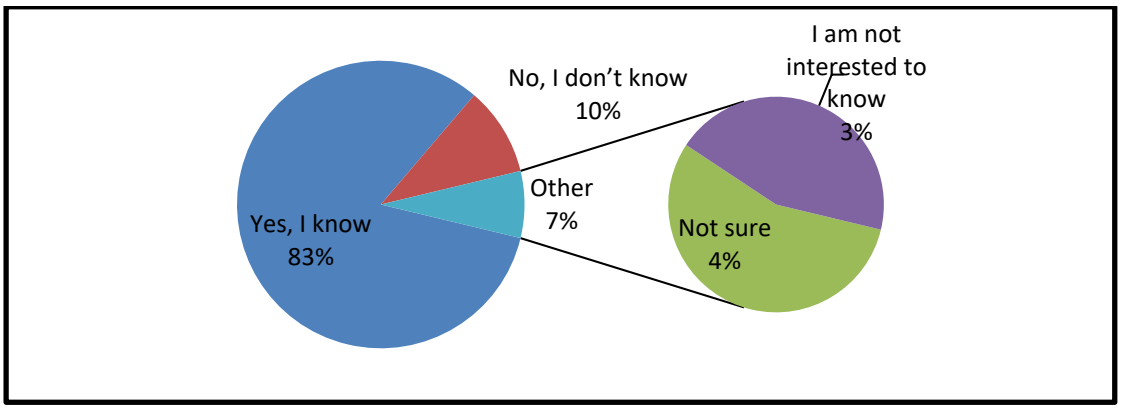

Figure 4.3: Awareness on the environmental benefits of GP among the study respondents

The results indicate that majority of the respondents were aware of the environmental benefits of green products (83%), the respondents who did not know of the environmental benefits of green products were (10%), respondents who were not sure of environmental benefits of green products were (4%) the respondents who were not interested to know about environmental benefits of green products were (3%).

Multivariate logistic Analysis of Perception on Advertising in the Purchase of Green Products

A logistic regression analysis was conducted to predict the level purchase of green products among 120 respondents based on their perception of advertising in the purchase of green products. A test of the full model against a constant only model was statistically significant, indicating that the predictors as a set reliably distinguished between low (<20%) and high (> 20%) purchase of green products among the respondents (χ^2 = 51.413, p<0. 001 with df =23). Nagelkerke's R2 of 0. 577 indicated a good relationship between prediction and grouping by purchase of green product. Prediction success overall was 86.7% (94.9% for a high purchase of green product and 47.6% for a low purchase).

The Wald criterion demonstrated that consistence between respondents attraction to purchase green products by labeling (OR=0.256 (95% CI: (038, 1.734), respondents attraction purchase to purchase

green products by green product features (OR=35.313 (95% CI: (1.072, 1163.352), respondents attraction to purchase green products by green product certification(OR=0.339 (95% CI: (1.019,6.185), respondents attraction to purchase green products by green product (OR=074 (95% CI: (.009,.605), respondents attraction to purchase green products by governments concern about the environment (OR=62.914 (95% CI: (1.342, 2948.929) and respondents attraction to purchase green products by information through advertising (OR=34.249 (95% CI: (0.460, 1.730).

However, environmental friendliness, meeting quality criteria for environmental protection, replacing artificial ingredients, recyclable, using less toxic ingredients, degradable, have longer life cycle result in lower cost of energy, economic situation, positive perception about the green brands. Description of green product advertisement, effect of colour in advertising, green product purchase decision , effect of emotional appeal in advertising, effect of animation in advertising and green product awareness were not significant predictors for purchase of green products. The covariate of main sources of green product awareness was identified as an independent predictor for the purchase of green products.

Table 4.4: Logistic regression analysis on advertising perception

Covariate	***p*-value Sig.**	**OR (95%CI)**
Information through advertisement	0.049*	
Strongly Disagree		
Disagree		
Undecided		34.249(.460,1.730)
Agree		
Strongly Agree		
What attracts me to purchase green products is labelling	0.046*	0.256(.038,1.734)
Strongly Disagree		
Disagree		
Undecided		

Agree Strongly Agree		
What attracts me to purchase green products is Green product features Strongly Disagree Disagree Undecided Agree Strongly Agree	0.049*	35.313 (1.072,1163.352)
What attracts me to purchase green products is Green product Certification. Strongly Disagree Disagree Undecided Agree Strongly Agree	0.045*	0.339(1.019,6.185)
Green product Strongly Disagree Disagree Undecided Agree Strongly Agree	0.015*	.074(.009,0.605)

Source: Survey data

The influence of advertising on the purchase of green products was determined by influence on purchase of green products. Participants who answered yes to this question were categorised as being influence by advertising to purchase green products while respondents that said no were categorised as not being influenced by advertising to purchase of green products. These categories of the influence of advertising in the purchase of green products were compared with the behaviour and attitudes

associated with purchase of green products to determine the association of advertising with the purchase behaviour.

Conclusion

The research revealed that majority of the respondents had a low non- acceptable purchase (82.5%) both across all the age groups and income categories. The highest purchasers of green products were found between age groups of (31 - 40 years) which is 38% of the 120 respondents, age group (<20 years) which is only 15% of the 120 respondents. The lowest purchasers of green products were found in the age group between (41- 50 years) which is 92%, (>50 years) which is 93.75% and (21-30) 90% of the respondents. However, the income group which had the highest acceptable purchase of green product were between (N$2000- N$5000) (8.3%) and (N$5001-N$10000) (8.3%). Within the income group of (N$10001-N$15000) 91.4% of the respondents had low none acceptable purchase of green product. The purchase rate of green products was categorised as low if the percentage of the budget committed towards the purchase of green products was less than 20% of the monthly income. The purchase of green products was categorised as acceptable if over 20% of the monthly income was committed to a budget for purchase of green products.

After conducting a bivariate analysis it was found that there is a statistically significant association between the purchase of green products with the age of the respondents ($p=0.018$) and monthly income ($p=0.03$). There was no association between purchase of green products ($p>0.05$) and gender, highest qualification, marital status, religious affiliation, employment, position/rank, institution attended and home language.

The research also found that majority of female respondents (68.3%) had the knowledge of green products, (25.8%) of the respondents did not know about green products, (0.8%) were not sure about their green product knowledge, (2.5%) of the respondents did not show interest towards the knowledge of green products and the remaining (2.5%) of the respondents were interested to know about green products. The main popular sources of green product information were television (43.3%), radio program and pamphlet as a source of green product information, which has equal popularity with (11.7%) each. The remaining sources of green product information were peers (5%) newspapers (4.2%) books (1.7%) road side shows (3.3%), talk shows (8.3%), internet (5.8%, bill boards (3.3%) and articles/journals (1.7%). Majority (90%) of the respondents felt that the role of social media in creating

awareness was significant, this constituted of (45.8%) of the respondents who felt that the role of social media in creating awareness was very significant and (44.2%) respondents who felt that the role of social media in creating awareness was significant.

However, (10%) of the respondents felt that the role of social media in creating green product awareness was not significant. When the sources of green product awareness were further narrowed to five, the research found out that TV was the leading source of green product awareness with (51.7%) of the respondents, followed by radio with (20%), social media had (17.5%), newspapers (6.7%), books and magazines had (4.2%) of the respondents. After further synthesis of the results, it was found that the distribution of respondents by the media - awareness who had high acceptable purchase of green product were the respondents influenced by television (43.3%) and the respondents who were influenced by radio programs (11.7%). The lowest acceptable green product purchases were found with respondents who were influenced to purchase green products by books (1.7%) and roadside shows (3.3%).

After conducting a bivariate analysis, the research found that a statistically significant association between the purchase of green products with the three main sources from which respondents knew about green products ($p=.000$) confirmed. There is statistically significant association between the purchase of green products with the role of social media in creating green product awareness and a statistically significant association between the purchase of green products and the eleven main sources of green product information ($p= (.057)$. There was no association between purchase of green products ($p>0.05$) and the knowledge about environmental benefits of green products.

It was also found that majority of the respondents perceived that the description of green product advertisement messages were clear (69.2%), and 2.5% of the respondents perceived that the description of green product advertisement messages were relevant. (28.4%) of the respondents perceived that, the description of green product advertisement messages were not clear. Which further reveal that advertising messages are well understood by majority of (69%) of the respondents, (31%) of the respondents still need to be convinced to change of their perception on green products through clear advertisement messages.

From the data analysis of socio- demographic results in this study, it was revealed that the majority of the respondents had a low or non-acceptable purchase of green products, the purchase of green

products was categorised as acceptable if over 20% of the monthly income was committed to a budget for purchase of green products. The majority of the respondents were found to be female of the age less than 40 years and the study showed a statistically significant association between the purchases of green products with the age of the respondents.

However similar studies done in Sweden on the impact of age on intention to purchase green products Promotosh & Sajedul (2015) reveal that 31 and above age group recorded the lowest intention for green products with 27-30 year age group recording the highest. There was no statistically significant difference on intention to purchase green products for these age groups yet it was observed that the mean purchase of green products for female was a bit higher compared to the male consumers. A related study done in India revealed that the higher the income of the households, the higher the purchase of green products.

All the studies are in agreement with each other that when consumers have more disposable income they are most likely to purchase green products, which are deemed slightly pricy. The age group below 40 years had a more favourable response towards the purchase of green products. The reason for this is that at 40 years people generally start becoming more conscious of their age and health, they then begin to prioritise their purchase decisions. It is also expected that at 40 years women are most probably married with a family of two to three children and therefore their purchase of green products be influenced by family and marital status. Other demographic factors, which had no association between purchases of green products, were found to be gender, highest qualification, religious affiliation, employment, position/rank, institution attended and home language.

The current research recommends that more efficient, current awareness programs commensurate to current technological communication like the use of WhatsApp, Facebook and many more be highly promoted. Modern marketing strategies on green products are highly recommended for further research. It is also highly recommended that other variables that are not covered in the current study be considered in further research as a starting point since research is a continuous field.

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