



WEST AFRICAN JOURNAL OF BUSINESS AND MANAGEMENT SCIENCES
FACULTY OF BUSINESS ADMINISTRATION
IMO STATE UNIVERSITY, OVERRI
NIGERIAN EDITION
VOL. 15 NO. 1 MARCH 2026

**SUSTAINABILITY MARKETING PRACTICES AND CONSUMPTION
PATTERNS OF NON-ALCOHOLIC BEVERAGES IN RIVERS STATE, NIGERIA**

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Abstract

This study examined the relationship between sustainability marketing practices and the consumption patterns of non-alcoholic beverages in Rivers State, Nigeria. Specifically, it investigated how green packaging, consumer education, and energy efficiency relate with consumer satisfaction and repeat patronage. Anchored on stakeholder theory, the study adopted a correlational research design and employed structured questionnaires to collect data from a sample of 120 respondents across selected local government areas in Rivers State. The data collected were analyzed using Pearson Product Moment Correlation (PPMC) to test six hypotheses. Findings revealed a significant positive relationship between green packaging and both consumer satisfaction and repeat patronage, indicating that environmentally friendly packaging influences consumers' perception of quality and brand trust. Similarly, the study found a significant relationship between consumer education and consumer satisfaction, as well as repeat patronage. This suggests that when consumers are informed about a company's sustainable practices, they are more likely to support the brand consistently. Additionally, energy efficiency was found to have a significant relationship with consumer satisfaction and repeat patronage, emphasizing the growing consumer awareness of and appreciation for energy-conscious production processes. The study concludes that integrating sustainability into marketing practices is not only ethically necessary but also strategically beneficial for long-term brand success in the non-alcoholic beverage sector. It recommends that beverage companies should prioritize biodegradable, recyclable, or reusable packaging materials to appeal to environmentally conscious consumers and enhance satisfaction and loyalty. The implications of this study extend to policy makers, marketers, and environmental advocates, suggesting that organizations in the non-alcoholic beverage industry must

recognize sustainability not merely as compliance, but as a value-added strategy that can drive competitive advantage and consumer loyalty.

Keywords: Sustainability marketing, green packaging, consumer education, energy efficiency, consumer satisfaction, repeat patronage.

Introduction

The non-alcoholic beverage industry has experienced significant growth globally, driven by increasing consumer demand for convenient and healthy drink options. However, this growth has also led to concerns about the environmental impact of the industry, particularly in terms of packaging waste, water usage, and carbon emissions. In Rivers State, Nigeria, the industry's environmental footprint is exacerbated by inadequate waste management infrastructure and growing consumer awareness of environmental issues. Sustainability marketing practices have become increasingly important for companies in the non-alcoholic beverage industry. According to Ottman (2017), sustainability marketing involves promoting products or services while minimizing environmental and social impacts. Companies are adopting sustainable practices to meet consumer demands, comply with regulations, and enhance their brand reputation (Kotler, 2011).

In the non-alcoholic beverage industry, sustainability marketing practices include eco-friendly packaging, sustainable sourcing, and waste reduction (MacArthur, 2019). Consumption patterns of non-alcoholic beverages in Rivers State are influenced by various factors, including cultural, social, and economic factors (Adeyeye, 2019). Consumers in the region are becoming increasingly aware of environmental issues, and their purchasing decisions are influenced by sustainability concerns (Ogunbode, 2020). However, the availability and affordability of sustainable products can impact consumer choices (Afolabi, 2018). The non-alcoholic beverage industry's environmental impact is significant, with packaging waste, water usage, and carbon emissions being major concerns (WRAP, 2020). In Rivers State, the industry's environmental footprint is exacerbated by inadequate waste management infrastructure (Ezezue, 2019). Companies are under pressure to adopt sustainable practices, such as reducing packaging waste, increasing recycling rates, and promoting sustainable consumption (Euromonitor, 2022). Recent studies have explored sustainability marketing practices in the non-alcoholic beverage industry. For example, a study by Akpan and Udo (2022) found that Nigerian consumers are willing to pay a premium for sustainable products. Another study by Onyeaghala (2021) highlighted the importance of eco-labeling and certification in promoting sustainable consumption. The non-alcoholic beverage industry is witnessing a shift towards sustainability, driven by consumer demand and regulatory pressures. Companies are adopting sustainable practices, such as using eco-friendly packaging, reducing waste, and promoting sustainable consumption (Euromonitor, 2022). In Rivers State, companies are also exploring ways to improve waste management infrastructure and promote sustainable practices throughout the supply chain. Consumer awareness of environmental issues is increasing in Rivers State, and consumers are becoming more discerning about the products they purchase.

According to Ogunbode (2020), consumers in the region are influenced by sustainability concerns when making purchasing decisions. Companies that adopt sustainable practices and

communicate their efforts effectively to consumers are likely to benefit from increased brand loyalty and reputation.

Statement to the Problem

The consumption of non-alcoholic beverages has become a significant aspect of modern life, with consumers increasingly demanding sustainable products. However, the sustainability marketing practices of non-alcoholic beverage companies in Rivers State, Nigeria, pose a problem. Despite the growing demand for sustainable products, many non-alcoholic beverage companies in Rivers State, Nigeria, struggle to effectively implement sustainability marketing practices, leading to a disconnect between consumer expectations and company actions. This disconnect can result in negative environmental and social impacts, as well as damage to company reputation and brand loyalty. Recent Studies have highlighted the importance of sustainability marketing practices in the non-alcoholic beverage industry. According to a study by Ottman (2017), sustainability marketing practices can enhance brand reputation and loyalty.

In Nigeria, a study by Ogunnaike et al. (2020) found that consumers are increasingly demanding sustainable products, including non-alcoholic beverages. Current challenges facing non-alcoholic beverage companies in Rivers State include ensuring sustainable sourcing, reducing waste, and promoting eco-friendly packaging. According to a report by the United Nations Environment Programme (2022), the production and consumption of non-alcoholic beverages can have significant environmental impacts, including water pollution and waste generation. The sustainability marketing practices of non-alcoholic beverage companies in Rivers State, Nigeria, pose a significant problem. Companies must prioritize sustainability marketing practices to meet consumer expectations and reduce negative environmental and social impacts.

Aim and Objectives of the Study

The aim of the study was to examine the relationship between sustainability marketing practices and consumption patterns of non- alcoholic beverages in Rivers State. The specific objectives of the study are as follows:

1. To determine the relationship between green packaging and consumer satisfaction of non-alcoholic beverages in Rivers State.
2. To examine the relationship between green packaging and repeat patronage of non-alcoholic beverages in Rivers State.
3. To ascertain the relationship between consumer education and consumer satisfaction of non-alcoholic beverages in Rivers State.
4. To find the relationship between consumer education and repeat patronage of non-alcoholic beverages in Rivers State.
5. To determine the relationship between energy efficiency and consumer satisfaction of non-alcoholic beverages in Rivers State.
6. To ascertain the relationship between energy efficiency and repeat patronage of non-alcoholic beverages in Rivers State.

Research questions

In order to address the objective of the study, the following research questions were raised:

1. To what extent does green packaging relate to consumer satisfaction of non-alcoholic beverages in Rivers State.?

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2. To what extent does green packaging relate to repeat patronage of non-alcoholic beverages in Rivers State.?
3. How does consumer education relate to consumer satisfaction of non-alcoholic beverages in Rivers State.?
4. To what extent does consumer education relate to repeat patronage of non-alcoholic beverages in Rivers State.?
5. How does energy efficiency relate to consumer satisfaction of non-alcoholic beverages in Rivers State.?
6. To what extent does energy efficiency relate to repeat patronage of non-alcoholic beverages in Rivers State.?

Research Hypotheses

The following hypotheses were formulated to guide the study:

- Ho₁: There is no significant relationship between green packaging and consumer satisfaction of non-alcoholic beverages in Rivers State.
- Ho₂: There is no significant relationship between green packaging and repeat patronage of non-alcoholic beverages in Rivers State.
- Ho₃: There is no significant relationship between consumer education and consumer satisfaction of non-alcoholic beverages in Rivers State.
- Ho₄: There is no significant relationship between consumer education and repeat patronage of non-alcoholic beverages in Rivers State.
- Ho₅: There is no significant relationship between energy efficiency and consumer satisfaction of non-alcoholic beverages in Rivers State.
- Ho₆: There is no significant relationship between energy efficiency and repeat patronage of non-alcoholic beverages in Rivers State.

The Operational Conceptual Framework of the relationship between Sustainability Marketing Practices and Consumption Patterns non-alcoholic beverages in Rivers State

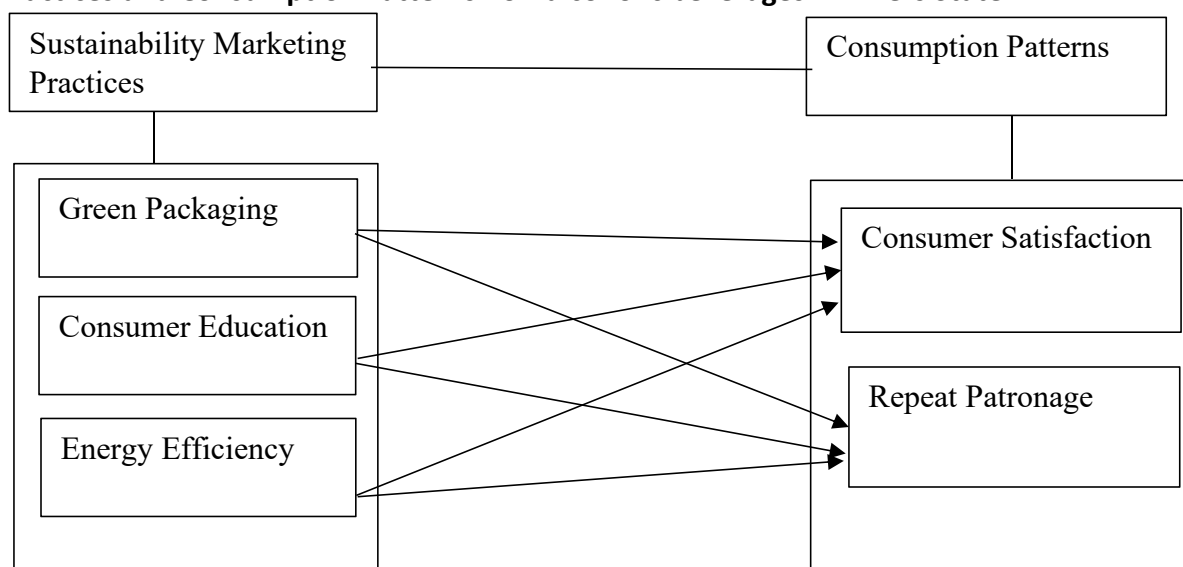


Fig. 1: Operational Conceptual Framework of the relationship between Sustainability Marketing Practices and Consumption Patterns non-alcoholic beverages in Rivers State

Review of Related Literature

Concept of Sustainability Marketing Practices

Sustainability marketing practices have gained significant attention in recent years, with companies recognizing the importance of integrating environmental and social considerations into their marketing strategies. According to Ottman (2017), sustainability marketing practices can enhance brand reputation and loyalty by demonstrating a company's commitment to environmental and social responsibility. Similarly, Belz and Peattie (2018) emphasize the need for companies to adopt sustainable marketing practices that balance economic, social, and environmental goals.

In Nigeria, sustainability marketing practices are becoming increasingly important, with consumers demanding more sustainable products and practices. According to Ogunnaike et al. (2020), Nigerian consumers are willing to pay more for sustainable products, highlighting the potential for companies to benefit from adopting sustainability marketing practices. Nwankwo (2019) also notes that sustainability marketing practices can help Nigerian companies to enhance their brand reputation and competitiveness in the global market. According to a study by Bergman et al. (2017), companies that prioritize sustainability marketing practices can experience improved brand reputation, increased customer loyalty, and enhanced competitiveness. Additionally, sustainability marketing practices can contribute to the achievement of the Sustainable Development Goals (SDGs) and promote environmental and social responsibility (United Nations Environment Programme, 2022). By adopting sustainability marketing practices, companies can not only improve their bottom line but also contribute to a more sustainable future. Sustainability marketing practices in the non-alcoholic beverage industry involve identifying and prioritizing stakeholder needs and interests. Companies can adopt strategies such as environmentally friendly packaging, sustainable sourcing, and waste reduction to address stakeholder concerns.

According to Grunert et al. (2014), consumers are increasingly interested in sustainable and environmentally friendly products, including non-alcoholic beverages. By prioritizing stakeholder needs and interests, companies in the non-alcoholic beverage industry can develop effective sustainability marketing practices that promote sustainable consumption patterns and contribute to a more sustainable future.

Dimensions of Sustainability Marketing Practices

Green Packaging

Green packaging refers to the use of environmentally friendly materials and practices in the packaging of products. According to a study by Licciardello (2017), green packaging can help reduce waste, conserve natural resources, and mitigate the environmental impacts of packaging. In Nigeria, green packaging is becoming increasingly important, with consumers demanding more sustainable packaging options (Ogunnaike et al., 2020). The benefits of green packaging are numerous. According to a study by Molina-Besch et al. (2018), green packaging can help companies reduce their environmental footprint, improve their brand reputation, and increase customer loyalty. In Nigeria, companies that adopt green packaging practices can also contribute to the achievement of the Sustainable Development Goals (SDGs) and promote

environmental sustainability (United Nations Environment Programme, 2022). Additionally, green packaging can help companies differentiate themselves from competitors and gain a competitive advantage in the market.

Implementing green packaging requires a holistic approach that considers the entire packaging lifecycle, from design to disposal.

According to Nwankwo (2019), Nigerian companies can adopt green packaging practices by using eco-friendly materials, reducing packaging waste, and promoting recycling. By adopting green packaging practices, companies can not only reduce their environmental impacts but also improve their brand reputation and contribute to a more sustainable future.

Consumer Education

Consumer education refers to the process of informing and empowering consumers to make informed decisions about products and services. According to a study by Haws et al. (2019), consumer education can help consumers develop critical thinking skills, evaluate marketing claims, and make sustainable choices. In Nigeria, consumer education is crucial for promoting informed decision-making and protecting consumers from exploitation (Ogunnaike et al., 2020). Consumer education is essential for promoting sustainable consumption patterns and reducing the environmental and social impacts of consumer behavior. According to a study by Prothero et al. (2011), consumer education can help consumers understand the environmental and social implications of their purchasing decisions and make more sustainable choices. In Nigeria, consumer education can also help consumers navigate the marketplace and avoid scams and exploitation (Nwankwo, 2019). Effective consumer education strategies include providing consumers with accurate and accessible information, promoting critical thinking and media literacy, and encouraging sustainable consumption patterns.

According to a study by Sudbury-Riley et al. (2018), consumer education programs that incorporate experiential learning and social marketing approaches can be particularly effective in promoting sustainable behavior. By investing in consumer education, businesses and governments can empower consumers to make informed decisions and promote sustainable development.

Energy Efficiency

Energy efficiency refers to the use of technology and practices that reduce the amount of energy required to power devices, buildings, and industries. According to a study by Pérez-Lombard et al. (2017), energy efficiency can help reduce energy consumption, lower greenhouse gas emissions, and mitigate climate change. In Nigeria, energy efficiency is crucial for addressing the country's energy challenges, including inadequate power supply and high energy costs (Oyedepo, 2012). The benefits of energy efficiency are numerous. According to a study by IEA (2020), energy efficiency can help reduce energy consumption, lower energy costs, and improve energy security. In Nigeria, energy efficiency can also help reduce the country's reliance on fossil fuels, promote economic development, and improve the quality of life for citizens (Akinbami, 2017). Energy efficiency can help businesses and industries reduce their operating costs and improve their competitiveness. Implementing energy efficiency requires a multi-faceted approach that involves government policies, technological innovation, and

behavioral change. According to Ohunakin et al. (2018), Nigerian companies can adopt energy-efficient technologies and practices, such as LED lighting and energy-efficient appliances, to reduce their energy consumption and costs. By investing in energy efficiency, Nigeria can promote sustainable development, reduce energy poverty, and improve the environment.

Concept of Consumption patterns

Consumption Patterns

Consumption patterns refer to the ways in which consumers purchase, use, and dispose of products and services. According to a study by Jackson (2019), consumption patterns are influenced by a range of factors, including cultural values, social norms, and economic conditions. In Nigeria, consumption patterns are shaped by factors such as income level, education, and access to information (Ogunnaike et al., 2020). Recent studies have highlighted the importance of understanding consumption patterns in promoting sustainable development and reducing waste. For instance, Tukker et al. (2018) emphasize the need for a shift towards more circular and regenerative consumption practices, while Mont et al. (2014) highlight the potential for sustainable consumption to reduce environmental impacts and promote economic development.

In Nigeria, researchers such as Nwankwo (2019) have also emphasized the importance of sustainable consumption patterns in promoting economic development and reducing poverty. By understanding consumption patterns and promoting sustainable consumption, Nigeria can reduce its environmental footprint and promote economic development.

Measures of Consumption Patterns

Consumer Satisfaction

Consumer satisfaction is a crucial aspect of marketing, referring to the extent to which a product or service meets or exceeds customer expectations. According to a study by Kotler and Keller (2020), consumer satisfaction is influenced by factors such as product quality, price, and customer service. In Nigeria, consumer satisfaction is also influenced by factors such as cultural values and social norms (Ogunnaike et al., 2020). Recent studies have highlighted the importance of consumer satisfaction in building brand loyalty and driving repeat business. For instance, a study by Homburg et al. (2019) found that consumer satisfaction is a key driver of customer loyalty and retention. Similarly, a study by Rather et al. (2020) found that consumer satisfaction is positively related to customer loyalty and word-of-mouth marketing.

In Nigeria, researchers such as Nwankwo (2019) have also emphasized the importance of consumer satisfaction in promoting business success and competitiveness. By understanding the factors that influence consumer satisfaction, businesses can develop effective strategies to meet customer needs and build long-term relationships. Moreover, consumer satisfaction can lead to positive word-of-mouth marketing, customer retention, and increased brand loyalty, ultimately driving business growth and profitability (Kotler & Keller, 2020). Therefore, businesses in Nigeria and globally should prioritize consumer satisfaction to remain competitive and achieve long-term success.

Repeat Patronage

Repeat patronage refers to the act of customers returning to a business or organization to purchase products or services again. According to a study by Rather et al. (2020), repeat patronage is influenced by factors such as customer satisfaction, loyalty, and perceived value. In

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Nigeria, repeat patronage is also influenced by factors such as cultural values, social norms, and customer service (Ogunnaike et al., 2020). Recent studies have highlighted the importance of repeat patronage in driving business success and profitability. For instance, a study by Homburg et al. (2019) found that repeat patronage is positively related to customer loyalty and retention. Similarly, a study by Kotler and Keller (2020) emphasized the importance of building strong customer relationships to drive repeat business and customer loyalty. In Nigeria, researchers such as Nwankwo (2019) have also emphasized the importance of repeat patronage in promoting business success and competitiveness. By understanding the factors that influence repeat patronage, businesses can develop effective strategies to build customer loyalty and drive repeat business.

Moreover, repeat patronage can lead to increased customer retention, positive word-of-mouth marketing, and ultimately, business growth and profitability (Rather et al., 2020). Therefore, businesses in Nigeria and globally should prioritize building strong customer relationships and delivering high-quality products and services to drive repeat patronage and achieve long-term success.

Theoretical Review

This study was anchored on stakeholder theory which was developed by R. Edward Freeman in 1984. emphasizes the importance of considering various stakeholders' interests and needs in business decision-making. This theory prioritized environmental and social responsibility alongside economic goals. According to Freeman, stakeholders include any group or individual who can affect or is affected by the achievement of an organization's objectives. In the context of non-alcoholic beverages, stakeholder theory can inform sustainability marketing practices that address consumer concerns about health, environment, and social responsibility. A key proponent of sustainability marketing practices is the concept of stakeholder-oriented corporate environmentalism, which considers the interests of internal stakeholders (employees, boards of directors) and external stakeholders (regulatory bodies, customers, media, activists). Recent studies have highlighted the importance of stakeholder engagement in sustainability marketing practices. For instance, a study by Saleem et al. (2020) found that regulatory bodies and boards of directors significantly influence corporate environmental strategies in emerging economies like Pakistan.

In Nigeria, companies like Coca-Cola and PepsiCo have implemented sustainability initiatives, such as recycling programs and sustainable packaging, in response to stakeholder concerns about environmental sustainability (Nwankwo, 2019). Consumption patterns of non-alcoholic beverages are shifting towards more sustainable and environmentally friendly options, with consumers increasingly prioritizing eco-friendly packaging and production processes.

Sustainability Marketing Practices in Non-Alcoholic Beverages

Sustainability marketing practices in the non-alcoholic beverage industry involve identifying and prioritizing stakeholder needs and interests. Companies can adopt strategies such as environmentally friendly packaging, sustainable sourcing, and waste reduction to address stakeholder concerns. According to Grunert et al. (2014), consumers are increasingly interested in sustainable and environmentally friendly products, including non-alcoholic

beverages. By prioritizing stakeholder needs and interests, companies in the non-alcoholic beverage industry can develop effective sustainability marketing practices that promote sustainable consumption patterns and contribute to a more sustainable future.

Theoretical Review

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Empirical Review

A number of related empirical studies have been conducted on sustainability marketing practices and consumption patterns. For instance. Omodafe's (2020) empirically examined the impact s of "Sustainability marketing practices and nation building: the case of Nigerian beverage firms focusing on selected non-alcoholic beverage firms. Stratified random sampling techniques was used to select a sample of 260 employees from the selected firms. Cross-sectional of survey research design method was employed. Simple percentages, correlation and multiple regression analysis were used as statistical analysis. The study reveals that sustainability marketing practices, including sustainable products, effective communication, and corporate collaboration a have a significant positive effect on nation building, consumer expectations, and organizational profitability. Nwankwo and Kanyangale (2023) empirically examined the effect of sustainable marketing strategies on consumption of beer brand in Anambra State. The study used a positivistic paradigm and survey research design. The study's sample was Anambra State beer brand consumers. Using Cochran's formula, a sample size of 384 branded beer consumers in Anambra State was determined. Data were collected using a structured questionnaire and analysed using regression analysis to test the hypothesis at the 0.05 level of significance. The results of this study reveal that sustainable products, followed by sustainable price, sustainable distribution and sustainable promotion, have a significant and positive effect on the consumption of beer brands in Anambra State. The study conclude that sustainable marketing mix strategies significantly and positively affect the consumption of beer brands.

However, beer brewing companies in Nigeria are implored to employ a more nuanced and re-conceptualised marketing mix strategies to better balance social, economic, and environmental factors throughout the product life cycle. Creating eco-friendly products that comply with environmental standards, using recyclable and reusable packaging to reduce pollution, and promoting water and energy efficiency are vital to enhancing the effect of sustainable marketing on beer consumption. Implications and future research direction for sustainable marketing of beer are highlighted. Staples et al. (2020) investigated the impact Marketing Sustainable Beer, and consumption patterns of non-alcoholic beverages in Nigeria. The study used survey research design and regression analysis to test the hypotheses. The data

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for his study were collected using structured questionnaire from 385 employees and was analysed statistically using descriptive correlation and regression analyses. The results showed that there is a growing demand for sustainable beer products. The researchers emphasize the need for environmentally conscious marketing strategies in the beer industry. This study aligns with other research on with sustainability marketing practices and consumption patterns of non-alcoholic beverages. The study findings out sustainability marketing practices have a significant positive effect on nation building, consumer expectations, and organizational profitability. The study recommends a comprehensive approach to sustainability marketing issues via regulation/control and public-private partnerships to achieve robust economic growth.

Fuxman et al.'s (2022) examined the relationship between sustainability marketing and fashion industry in Nigeria. The new 3Ps of sustainability marketing: The case of fashion Leonora, explores sustainability marketing in the fashion industry. The researcher adopted exploratory research design and quantitative research approach. The data for their study were collected from 127 fashion industries in Nigeria and analyzed using both descriptive and inferential statistics. The results revealed that fashion industries have adopted sustainability marketing practices in promoting environmentally friendly business opportunities. Mititelu, et al (2023) investigated the consumption of non-alcoholic beverages among the Romanian population. The researchers employed a cross - sectional observation design, a questionnaire to collect data from respondents. While the percentage and frequency analysis, mean and standard deviation were used for data analysis. The results indicated that 44 % of respondents developed an addiction to coffee consumption, while 16.5% and 12% developed addiction to sweetened carbonated and non-carbonated drinks, respectively.

The study also found a significant relationship between sports activity and the environment in which respondents work ed that coffee and sweetened carbonated drinks are among the most consumed beverages. The study revealed that excessive consumption of sweetened drinks can lead to metabolic diseases, sedenta Those who worked outdoors or engaged in physical activity were more likely to participate in sports, while those who worked on computers tended to lead sedentary lifestyles. Alabo and Anyasor (2020) empirically examined the relationship between Green Marketing and Sustainability of Breweries in Nigeria. The study employed cross- sectional research survey design to test hypothesis. The revealed that green marketing is positively related to sustainability, emphasizing the importance of eco-friendly practices in business operations. This study aligns with other research on sustainability marketing practices and consumption patterns of non-alcoholic beverages. Fuxman, L, Mohr, I, Mahmoud, A.B. & Grigoriou, B (2022). The new 3Ps of sustainability marketing: The case of fashion Leonora. Sustainable Production and Consumption, 31, 384–396.y proponent of sustainability marketing practices is the concept of stakeholder-oriented corporate environmentalism, which considers the interests of internal stakeholders (employees, boards of directors) and external stakeholders (regulatory bodies, customers, media, activists). Recent studies have highlighted the importance of stakeholder engagement in sustainability marketing practices. For instance, a study by Saleem et al. (2020) found that regulatory bodies and boards

of directors significantly influence corporate environmental strategies in emerging economies like Pakistan¹.

In Nigeria, companies like Coca-Cola and PepsiCo have implemented sustainability initiatives, such as recycling programs and sustainable packaging, in response to stakeholder concerns about environmental sustainability (Nwankwo, 2019). Consumption patterns of non-alcoholic beverages are shifting towards more sustainable and environmentally friendly options, with consumers increasingly prioritizing eco-friendly packaging and production processes.

Gap in Literature

From the literature review, it was observed that a good number of studies have been conducted on sustainability marketing practices of non-alcoholic beverages. However, most of studies conducted relate the concept of green packaging and ecofriendly products, while empirical studies that relates sustainability marketing practices to consumption patterns on non-alcoholic beverages in Rivers State were limited. Even the dimensions of sustainability marketing practices (green packaging, consumer education and energy efficiency) were not related to the measures of consumption patterns (consumer satisfaction and repeat patronage) to determine the strength and direction of the relationship between the variables. These uncovered areas have created huge gaps in literature which this study seek to fill and contribute to the existing literature on sustainability marketing.

Methodology

This study adopted the positivism research philosophy and correlational research design. This design allows for the collection of data from a large sample size and provides insights into the attitudes and behaviors of consumers. The population of the study will consist of consumers of non-alcoholic beverages in Rivers State. A sample size of 120 respondents will be selected using convenience sampling technique. The instrument for data collection in this study was a structured questionnaire. The questionnaire was structured using the modified four (4) points Likert scale which range from Strongly Agree, Agree, Disagree to Strongly Disagree which included items on sustainability marketing practices (green packaging, consumer education, and energy efficiency) and consumption patterns (consumer satisfaction and repeat patronage). The face and content analysis were used to validate the instrument while the Cronbach Alpha method was used to determine the reliability of the instrument. The data collected were analyzed in tables while the hypotheses were tested using Pearson Product Moment Correlation Coefficient (r) which was computed with the aid of the SPSS version 23.0.

Data Presentation

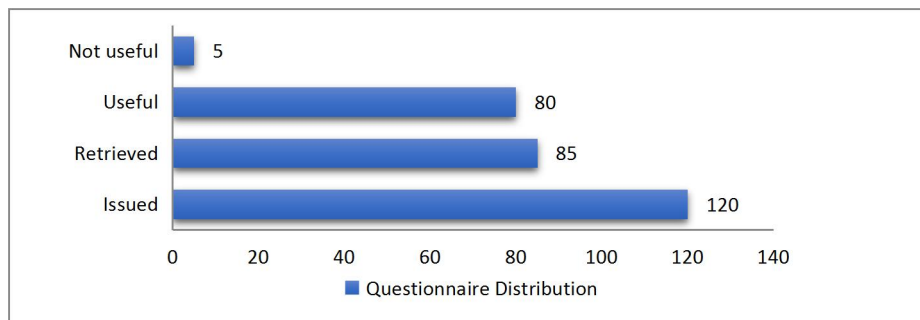
The data collected in the questionnaire were presented in this section. A total of 100 copies of the questionnaire were administered to the respondents (beverage company staff).

Table 1: Questionnaire Administration and Collection

Questionnaire Distribution	Questionnaire Retrieval	Useful Questionnaire	Not Useful
120	85	80	5

Source: Survey Data, 2025.

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Source: Survey Data, 2025.

The table and figure above shows the questionnaire distribution and retrieval. The researcher issued one hundred and twenty (120) copies of questionnaire and from consistent visit, retrieved 85 copies, 80 copies were useful and 5 copies were not useful. This represent 70% response rate and it was considered significant for the study.

Data Analysis and Results

The data collected in the questionnaires were analyzed in this section. The analysis covered the demographic, univariate, bivariate and multivariate analyses.

Demographic Analysis

The demographic analysis focused on the gender, age, marital status, occupation and educational qualifications of the respondents. The analysis was performed using percentage and frequency tables as shown below:

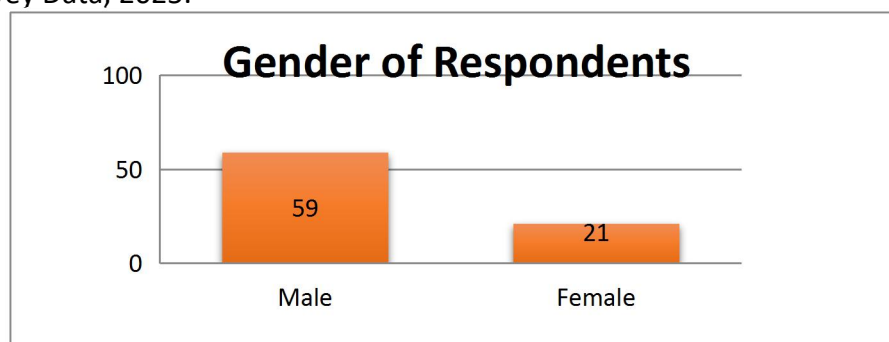
Demographic Characteristics of Respondents

This section presents the demography of the respondents.

Table 2: Gender of Respondents

Sex	Frequency	Percentage
Male	59	73%
Female	21	27%
Total	80	100%

Source: Survey Data, 2025.



Source: Survey Data, 2025.

The above chart shows the gender of respondents as a means of ensuring that both male & female are represented in the study 59 (73%) of the respondents are male and 21 (27%) are female. This shows that majority of the respondents are male.

Bivariate Analysis

The bivariate analysis was carried out to determine the relationship between dimensions of sustainability marketing practices and consumption patterns of non- alcoholic beverages in Rivers State. The bivariate analysis was performed using the Pearson Product Moment Correlation Coefficient. The SPSS version 27.0 was used to compute the analysis.

Test of Hypothesis one (1)

Ho₁: There is no significant relationship between green packaging and consumer satisfaction of non-alcoholic beverages in Rivers State.

Correlations				
			green packaging	consumer satisfaction
Pearson (r)	green packaging	Correlation Coefficient	1.000	.738*
		Sig. (2-tailed)	.	.037
		N	80	80
	consumer satisfaction	Correlation Coefficient	.738*	1.000
		Sig. (2-tailed)	.037	.
		N	80	80

*. Correlation is significant at the 0.05 level (2-tailed).

SPSS output, 2025.

The output analyzed the extent to which green packaging relate with consumer satisfaction. Pearson correlation co-efficient indicates a strong association between the two variables ($r = 0.738$). The test of significance indicates that with $P\ 0.037 < 0.05$ we reject the null hypothesis which states that there is no significant relationship between green packaging and consumer satisfaction. Thus, we can say that higher levels of green packaging were associated with higher levels of consumer satisfaction.

Test of Hypothesis Two (2)

There is no significant relationship between green packaging and repeat patronage of non-alcoholic beverages in Rivers State.

Correlations				
			green packaging	repeat patronage
Pearson (r)	green packaging	Correlation Coefficient	1.000	.908*
		Sig. (2-tailed)	.	.033
		N	80	80
	repeat patronage	Correlation Coefficient	.908*	1.000
		Sig. (2-tailed)	.033	.
		N	80	80

*. Correlation is significant at the 0.05 level (2-tailed).

The output analyzed the extent to which green packaging relate with repeat patronage. Pearson correlation co-efficient indicates a strong association between the two variables ($r=0.908$). The test of significance indicates that with $P\ 0.33 < 0.05$ we can reject the null hypothesis which states that there is no significant relationship between green packaging and repeat patronage. Thus, we can say that higher levels of green packaging were associated with higher levels of repeat patronage.

Test of Hypothesis Three (3)

There is no significant relationship between consumer education and consumer satisfaction of non-alcoholic beverages in Rivers State.

Correlations			
		consumer education	consumer satisfaction
Pearson (r)	consumer education	Correlation Coefficient	1.000
		Sig. (2-tailed)	.857**
		N	.007
	consumer satisfaction	Correlation Coefficient	.857**
		Sig. (2-tailed)	1.000
		N	.007

** . Correlation is significant at the 0.05 level (2-tailed).

SPSS output, 2025.

The output analyzed the extent to which consumer education relates with consumer satisfaction. Pearson correlation co-efficient indicates a strong association between the two variables ($r=0.857$). The test of significance indicates that with $P.007 < 0.05$ we can reject the null hypothesis which states that there is no significant relationship between consumer education and consumer satisfaction. Thus, we can say that higher levels of consumer education were associated with higher levels of consumer satisfaction.

Test of Hypothesis Four (4)

Ho₄: There is no significant relationship between consumer education and repeat patronage of non-alcoholic beverages in Rivers State.

Correlations			
		consumer education	repeat patronage
Pearson (r)	consumer education	Correlation Coefficient	1.000
		Sig. (2-tailed)	.901*
		N	.037
	repeat patronage	Correlation Coefficient	.901*
		Sig. (2-tailed)	1.000
		N	.037

Coefficient		
Sig. (2-tailed)	.037	.
N	80	80

**. Correlation is significant at the 0.05 level (2-tailed).

SPSS output, 2025.

The output analyzed the extent to which consumer education relates with repeat patronage. Pearson correlation co-efficient indicates a strong association between the two variables ($r=0.901$). The test of significance indicates that with $P.037 < 0.05$ we reject the null hypothesis which states that there is no significant relationship between consumer education and repeat patronage of non-alcoholic beverages firms in Rivers State. Thus, we can say that higher levels of consumer education were associated with higher levels of repeat patronage.

Test of Hypothesis Five (5)

There is no significant relationship between energy efficiency and consumer satisfaction of non-alcoholic beverages in Rivers State.

Correlations				
			energy efficiency	consumer satisfaction
Pearson (r)	energy efficiency	Correlation Coefficient	1.000	.922**
		Sig. (2-tailed)	.	.001
		N	80	80
	consumer satisfaction	Correlation Coefficient	.922**	1.000
		Sig. (2-tailed)	.001	.
		N	80	80

**. Correlation is significant at the 0.05 level (2-tailed).

SPSS output, 2025.

The output analyzed the extent to which energy efficiency relate with consumer satisfaction. Pearson correlation co-efficient indicates a strong association between the two variables ($r=0.922$). The test of significance indicates that with $P.001 < 0.05$ we can reject the null hypothesis which states that there is no significant relationship between energy efficiency and consumer satisfaction. Thus, we can say that higher levels of energy efficiency were associated with higher levels of consumer satisfaction of non-alcoholic beverages firms in Rivers State.

Test of Hypothesis Six (6)

There is no significant relationship between energy efficiency and repeat patronage of non-alcoholic beverages in Rivers State.

Correlations				
			energy efficiency	repeat patronage
Pearson (r)	energy efficiency	Correlation Coefficient	1.000	.877*
		Sig. (2-tailed)	.	.036
		N	80	80
	repeat patronage	Correlation Coefficient	.877*	1.000
		Sig. (2-tailed)	.036	.

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N	80	80
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** . Correlation is significant at the 0.05 level (2-tailed).

SPSS output, 2025.

The output analyzed the extent to which energy efficiency relate with repeat patronage. Pearson correlation co-efficient indicates a strong association between the two variables ($r=0.922$). The test of significance indicates that with $P.036 < 0.05$ we reject the null hypothesis which states that there is no significant relationship between energy efficiency and repeat patronage. Thus, we say that higher levels of energy efficiency were associated with higher levels of repeat patronage of non-alcoholic beverages firms in Rivers State.

Summary of Findings

- i. There is a significant relationship between green packaging and consumer satisfaction of non-alcoholic beverages in Rivers State.
- ii. There is a significant relationship between green packaging and repeat patronage of non-alcoholic beverages in Rivers State.
- iii. There is a significant relationship between consumer education and consumer satisfaction of non-alcoholic beverages in Rivers State.
- iv. There is a significant relationship between consumer education and repeat patronage of non-alcoholic beverages in Rivers State.
- v. There is a significant relationship between energy efficiency and consumer satisfaction of non-alcoholic beverages in Rivers State.
- vi. There is a significant relationship between energy efficiency and repeat patronage of non-alcoholic beverages in Rivers State.

Discussion of Findings

The findings of this study reveal strong and significant relationships between key sustainability marketing practices—namely green packaging, consumer education, and energy efficiency—and consumer responses, particularly in terms of satisfaction and repeat patronage of non-alcoholic beverages in Rivers State. Each dimension reflects growing consumer awareness and responsiveness to environmentally responsible business behavior. The analysis shows a significant positive relationship between green packaging and consumer satisfaction. This finding is consistent with Dangelico and Vocalelli (2017), who argued that sustainable packaging not only reduces environmental impact but also enhances brand perception. Consumers in Rivers State likely perceive brands utilizing biodegradable, recyclable, or minimalist packaging as more responsible and ethical, thus improving their overall satisfaction with the product. This supports the assertion by Magnier and Schoormans (2015) that eco-friendly packaging acts as a cue for perceived product quality and trustworthiness. Similarly, the study reveals a significant link between green packaging and repeat patronage. This confirms the position of Gupta and Ogden (2009), who found that environmentally conscious consumers tend to develop loyalty toward brands that reflect their values.

In Rivers State, consumers are more likely to remain loyal to beverage brands whose packaging aligns with sustainability ideals, indicating that eco-packaging is not just a novelty but a driver of consumer retention. A significant relationship was also found between consumer education and consumer satisfaction. Educating consumers about the environmental benefits of a product or company's practices tends to increase satisfaction, likely because it enhances perceived transparency and involvement. This finding aligns with the work of Mohr, Webb, and Harris (2001), who emphasized that well-informed consumers feel empowered and tend to appreciate and support sustainable business models more actively. Consumer education was also significantly associated with repeat patronage. This underscores the importance of sustainability literacy in influencing long-term consumer behavior. As supported by Joshi and Rahman (2015), consumers who understand sustainability issues are more inclined to continue supporting brands that reflect their environmental concerns. In the context of Rivers State, informed consumers appear to reward companies that communicate their green initiatives clearly and convincingly. The study also indicates a significant relationship between energy efficiency practices (e.g., reduced energy use in production and logistics) and consumer satisfaction. This supports prior research by Bocken et al. (2014), who suggested that operational sustainability contributes to overall brand value, particularly when consumers are aware of such efforts. Consumers may appreciate not only the environmental implications but also perceive energy efficiency as indicative of product quality and modernity.

Lastly, energy efficiency is shown to significantly influence repeat patronage. This is aligned with research by Leonidou et al. (2013), which found that eco-innovation, including energy-saving processes, plays a key role in building long-term consumer loyalty. In Rivers State, environmentally aware consumers may be more inclined to consistently buy from brands that reduce their carbon footprint, seeing this as a reflection of corporate responsibility and future-oriented thinking.

Conclusion

This study examined the relationship between sustainability marketing practices—namely green packaging, consumer education, and energy efficiency—and two key consumer behavior outcomes: satisfaction and repeat patronage. The results reveal that each of these sustainability dimensions significantly relates with both satisfaction and loyalty among consumers of non-alcoholic beverages in Rivers State. The findings suggest that consumers are not only aware of environmental issues but are also making consumption decisions based on how brands respond to these concerns. This revealed the critical role of sustainability in shaping modern consumer behavior. It further confirms that sustainable marketing is not just a moral obligation but also a strategic business tool for long-term brand success.

Recommendations

Based on the conclusions of this study, the following recommendations are offered:

1. **Adopt and Innovate in Green Packaging:** Beverage companies should prioritize biodegradable, recyclable, or reusable packaging materials to appeal to environmentally conscious consumers and enhance satisfaction and loyalty.
2. **Intensify Consumer Education Efforts:** Companies should develop effective communication strategies to educate consumers on their sustainable practices. Transparency and engagement in sustainability campaigns can foster greater consumer trust and loyalty.

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3. Invest in Energy-Efficient Technologies: Organizations should continue or begin implementing energy-saving measures in their operations. These initiatives should be publicized as part of their branding and corporate social responsibility programs.
4. Integrate Sustainability into Branding: Firms should incorporate sustainability as a core element of their brand identity, ensuring that it is visible and consistent across all marketing platforms.
5. Collaborate with Regulators and NGOs: Stakeholders should work together to promote industry-wide standards for sustainability, ensuring that the marketing of eco-friendly claims is credible and not misleading.

Implications for Policy and Practice

The findings of this study have several implications:

- **For Business Practice:** Organizations in the non-alcoholic beverage industry must recognize sustainability not merely as compliance, but as a value-added strategy that can drive competitive advantage and consumer loyalty.
- **For Marketing Strategy:** Marketers should design campaigns that highlight environmental efforts in a compelling and consumer-relevant way. Messaging should be clear, evidence-based, and aligned with consumer values.
- **For Policy Makers:** Government agencies should create enabling policies that support green innovations, such as tax incentives for companies investing in eco-packaging or energy-efficient processes.
- **For Consumer Advocacy Groups:** There is a need for advocacy groups to raise awareness and educate the public on the environmental impact of consumption choices. This can amplify consumer pressure for sustainable practices in the beverage industry.

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