CINEFORUM
ISSN: 0009-7039
Vol. 66. No. 2, 2026

Impact of Green Product Features on Purchase Decisions for Electrical Appliances in South-East Nigerian Hotels

Blessing Nnenna Iheagwam
Department of Business Education, University of Nigeria, Nsukka.
Email: nnenna.iheagwam@unn.edu.ng ; ORCID: 0009-0000-6257-2643
Honesta Chidiebere Anorue
Department of Business Education, University of Nigeria, Nsukka.
Email: honesta.anorue@unn.edu.ng ; ORCID: 0000-0002-5820-8459
Victor Okolo Onyebuchi
Department of Marketing, University of Nigeria, Nsukka, Enugu Campus
Email: victor.okolo@unn.edu.ng ; ORCID: 0000-0002-0755-7069
Chukwunonye. N. Anyakoha
Department of Business Education, University of Nigeria, Nsukka.
Email: chukwunonye.anyakoha@unn.edu.ng
Gbemisola Ogbolu
Department of Leadership, Management and Human Resources,
Teesside University International Business School
Email: gbemisola.ogbolu@tees.ac.uk ; ORCID: 0000-0003-4943-4232
Uzoamaka Chioma Ogor
Department of Mass Communication, University of Nigeria, Nsukka
Email: uzoamaka.ogor@unn.edu.ng
Charity Nkeiru Ezuwore-Obodoekwe (Corresponding author)
Department of Accountancy, University of Nigeria, Nsukka, Enugu Campus
Email: charity.ezuwore@unn.edu.ng ; ORCID:0000-0002-8086-0080
Kobi Pamela Ikpo
Department of Marketing, University of Nigeria, Nsukka, Enugu Campus
Email: kobi.ikpo@unn.edu.ng ; ORCID: 0009-0006-4235-3180
Ewuzie Cajetan Obinna
Department of Marketing, University of Nigeria, Nsukka, Enugu Campus
Email: cajetan.ewuzie@unn.edu.ng ; ORCID: 0000-0003-3406-2448
Ngozi Mabel Nwekwo
Department of Accountancy, University of Nigeria, Nsukka, Enugu Campus
Email: ngozi.nwekwo@unn.edu.ng ; ORCID: 0009-0000-3343-8496

Abstract

The specific purpose of this study was to determine the relationship between green product features and the purchase decisions for electrical appliances in registered hotels in South-East Nigeria. The study adopted a cross-sectional correlational research design. Data were collected from a sample of 321 managers and supervisors of registered hotels using the validated "Green Marketing Practices and Consumers' Purchase Decisions Questionnaire (GMPCPDQ)."A strong, positive, and statistically significant relationship was found between green product features and purchase decisions ($r = .655$, $p < .001$). The linear regression model revealed that green product features alone explain 42.9% ($R^2 = .429$) of the variance in purchase decisions.The tangible, verifiable attributes of a green product (energy efficiency, eco-labels) are primary determinants of procurement choices. Purchase decisions are driven by rational,

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evidence-based evaluations of a product's long-term financial value (ROI) rather than abstract environmentalism. The study recommends that marketers focus on communicating verifiable durability and cost-saving benefits.
Keywords: Electrical Appliances, Green Product, Hotel, Nigeria, Purchase Decisions

1. Introduction

Globally, the unsustainable activities involved in modern consumption and production patterns have led to significant environmental degradation, including resource depletion and widespread pollution (Ansu-Mensah & Bein, 2019; Shittu, 2020). This has given rise to the concept of "green marketing," which seeks to integrate environmental value and responsibility into the core of business strategy (Resul, 2020; Deimena& Rasa, 2023). This global environmental imperative is acutely manifested within the tourism sector, a major pillar of the world economy (WTTC, 2018). The hotel industry, a primary component of tourism, is recognized as a "major energy-intensive sector" (Han et al., 2018). Due to their continuous operational model, hotels are "immense energy users," leading to substantial greenhouse gas emissions (Asadi et al., 2020). This challenge is particularly pronounced in developing nations like Nigeria.The South-East geopolitical zone, a significant hub of commerce, has experienced a rapid expansion of its hotel industry (Madu, 2006). This growth, however, has intersected with two severe, interconnected local crises: one environmental, the other economic. The environmental crisis originates from the appliances central to hotel operations: air conditioners, refrigerators, and freezers. Conventional models were manufactured with synthetic refrigerants like chlorofluorocarbons (CFCs) and hydrofluorocarbons (HFCs), substances known to be hazardous and to "cause severe damage to the ozone layer" (Yang et al., 2021).The economic crisis is a direct consequence of the operational characteristics of these appliances. They are notoriously "energy guzzling," demanding a high percentage of electricity to function (IEA, 2021). This high consumption is economically unsustainable in a region plagued by "incessant power failure" and "poor electricity supply." Consequently, hotels are forced into heavy reliance on generators, a practice that elevates carbon emissions and simultaneously exposes them to "high expenditure" from escalating diesel and petrol prices. This financial strain directly threatens profitability, often leading to "ineffective services" as management disconnects appliances to control costs.

The "green electrical appliance" has been developed as a direct solution to this dual crisis. These products are defined by tangible, verifiable attributes: they are manufactured using "natural refrigerants," are "energy-efficient," and are certified with an "energy eco-label" (Singh, 2023). The benefits are twofold: reduced environmental harm and, more urgently for hoteliers, significantly lower long-term operational costs. Despite this clear value proposition, a significant problem persists, which forms the core of this research. Many hotel procurement managers, "probably due to ignorance, or cost implication," continue to demand "second-hand or fairly used conventional electrical appliances." This preference for low initial capital outlay ignores the severe long-term operational and environmental costs. This practice leads to "low patronage of green products" and, if left unaddressed, risks Nigeria becoming a "dumping site for fairly used appliances." While considerable research has been carried out on green

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marketing, a significant gap exists in quantifying the specific influence of green product features on the procurement decisions of organisational buyers in this critical sector. Hence, the problem of this study is to ascertain the precise association between these tangible product attributes and the purchase decisions for electrical appliances in registered hotels in South-East Nigeria.

The significance of this study is, therefore, substantial, offering both practical and academic contributions. Practically, the findings provide an empirical guide for marketers of electrical appliances, indicating that procurement decisions are heavily driven by tangible product features. This suggests marketing messages should de-emphasize abstract environmental claims and instead focus on long-term Return on Investment (ROI) and avoidance of "greenwashing" (Mitchell & Ramey, 2011). For the hotel industry, this study provides a robust business case for adopting green appliances, empirically supporting the conclusion that such procurement is "profitable in the long-run" by mitigating high energy expenditures. The findings also serve as a valuable resource for government agencies like the Standard Organisation of Nigeria (SON) by reinforcing the importance of enforcing eco-labeling standards. Academically, this research enriches the curriculum for business education by providing a real-world case study. It fills a theoretical gap by quantitatively isolating the association of product features on a B2B procurement context within the Nigerian hospitality industry.

The general purpose of the study was to investigate the factors influencing the procurement of sustainable products in the hospitality sector. The specific objective of this paper is to determine the relationship between green product features and purchase decisions for electrical appliances in registered hotels in South-East Nigeria.

The scope of this study was focused on the relationship between a single independent variable, green product features, and the dependent variable of purchase decisions. The research was delimited to electrical appliances critical to hotel operations: namely, air conditioners, refrigerators, and freezers. Geographically, the study covered registered hotels within the five states of South-East Nigeria: Abia, Anambra, Ebonyi, Enugu, and Imo. The respondents for the study were strictly the managers and supervisors of these hotels, selected because they are the individuals directly involved in making procurement decisions for such appliances. This is a cross-sectional correlational study that examines the association between green product features and purchase decisions among hotel managers in South-East Nigeria. The study does not determine causality but evaluates the strength of the relationship through quantitative analysis.

2. Literature Review

Conceptual Review

Green Product Features: A product is the foundational element of the marketing mix (Kotler & Armstrong, 2016). A "green product" is conceptualized as one that aims to "protect or enhance the environment during production, usage, or disposal" (Amit et al., 2020). For electrical appliances, this concept is defined by several key, tangible features. Energy efficiency is a primary attribute, defined as "using less energy to perform the same function" (IEA, 2021).

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This feature directly counters the high operational costs associated with "energy guzzling" conventional models. Another key feature is the use of green materials, such as "natural refrigerants" (e.g., ammonia) which are less toxic and do not deplete the ozone layer, unlike synthetic CFCs (Yang et al., 2021). Green packaging, which uses "biodegradable and recyclable materials," serves as a tangible signal of a company's commitment (Merton, 2016). Finally, eco-labeling serves as a critical communication feature. It is a "policy for environmental information" (Wang et al., 2021) that functions as "an essential source of consumer trust" by verifying the product's environmental claims (Taufique et al., 2019).

Purchase Decisions: A purchase decision is the "thought process that leads a consumer from identifying a need, generating options, and choosing a specific product" (Sheikh, 2019). This process is often described by a five-stage model: Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-Purchase Behaviour (Kotler & Keller, 2017). In the B2B context of this study, the "Need Recognition" stage is not abstract; it is a concrete trigger directly related to the high financial expenditure on electricity and diesel fuel required to operate existing, inefficient appliances. Hotel managers and supervisors are organisational buyers, and their evaluation of alternatives is expected to be highly rational, focusing on attributes that impact the hotel's bottom line.

Theoretical Framework

This study is anchored by two key psychological theories that explain how a decision-makers' beliefs about product features shape their final choice.

Theory of Planned Behaviour (TPB): Propounded by Ajzen (1991), TPB posits that "behavioural intentions" are the immediate antecedent to behaviour. These intentions are shaped by three key factors. The first is Attitudes towards the Purchase, which is the individual's positive or negative evaluation of performing the behaviour. This study posits that tangible product features are the primary data source for forming this attitude (e.g., "This energy-efficient A/C feature will save my hotel money on diesel bills, which is a good outcome for my hotel."). The second factor is Subjective Norms (perceived social pressure), and the third is Perceived Behavioural Control (the perceived ease or difficulty of the action).

Cognitive Dissonance Theory (CDT): Developed by Festinger (1957), CDT explains the psychological discomfort individuals experience when they hold conflicting beliefs or when their actions contradict their values. This theory is relevant in two distinct ways. First, a hotel manager experiences pre-purchase dissonance from knowing their current "energy guzzling" appliances are both financially irresponsible (conflicting with their role as a manager) and environmentally harmful. This dissonance motivates the search for a new, "green" product. Second, to avoid the risk of post-purchase dissonance from being deceived by "greenwashing" (false promotional claims), a rational manager will anchor their decision in verifiable data, specifically tangible product features (like an eco-label), rather than in subjective marketing claims.

Empirical Review

A review of recent literature (2019-2025) demonstrates a strong, though not entirely uniform, consensus on the importance of product attributes. Atuo (2023) conducted a study on beverage firms in Port Harcourt, Nigeria, and identified a strong, positive relationship between

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green product and customer purchase behaviour. Similarly, Alabo and Anyasor (2020) and Rachael et al. (2021) both examined breweries in South-East Nigeria and confirmed that green product attributes were significantly and positively related to sustainability and purchase decisions. This suggests that within the Nigerian context, tangible product factors are powerful drivers. Supporting this, Chen et al. (2022) investigated green home appliances in Malaysia and identified product attributes as a significant factor influencing consumer purchase intention. Applying the Theory of Planned Behaviour, Imran et al. (2022) studied consumers in Bangladesh and confirmed that attitude, which is formed by evaluating product features, significantly influences the purchase intention for energy-efficient appliances. Shahinur (2019) further cemented this by finding that product attributes significantly influence the purchasing behaviour of consumers. In the hotel sector specifically, Adegbola and Arowosafe (2022) found that guest awareness of green practices in South-West Nigerian hotels was limited to tangible items like energy-saving bulbs, reinforcing the importance of physical product features.

However, contrasting findings exist in recent scholarship, particularly when comparing different product categories. For instance, a study by Narimanfar and Hatam (2022) on dairy consumers in Iran found that while price and advertising were significant, the green product itself was not. This stands in contrast to the findings of Singh (2023) and Elisabete et al. (2023), who confirmed the global relevance of green strategies. This divergence suggests that the influence of green features may be sector-dependent; while low-involvement, fast-moving consumer goods (like dairy) may rely more heavily on price and advertising, high-involvement B2B purchases (like electrical appliances) appear to be driven more by functional attributes and long-term value. This critical distinction underscores the need for sector-specific studies, such as this one focusing on the Nigerian hospitality industry.

Research Gap

From the empirical studies gathered by the researcher, it was noted that while many studies have been conducted on green marketing, they often focus on different sectors (such as beverages or dairy), on B2C consumers, or group all marketing mix elements together. As noted, no study has been conducted that quantitatively isolates the association of green product features and the purchase decisions for electrical appliances in the specific B2B context of hotels in South-East Nigeria. This paper narrows that gap by providing a specific, quantitative analysis of the relationship between these tangible factors and the procurement decisions of organisational buyers in the South-East Nigerian hotel industry.

Methodology

The study adopted a correlational research design. This design was justified as the most suitable method for the study because the researcher elicited information from the respondents to measure and assess the nature and strength of the relationship between the independent variable (green product features) and the dependent variable (purchase decisions), rather than to establish causation (Bostley, 2019). The study was conducted in the five states of South-East Nigeria (Abia, Anambra, Ebonyi, Enugu, and Imo). This area was purposefully selected due to its significant and growing commercial and industrial sectors, including a high concentration of hotels, which contributes to a high demand for electricity and makes the research context

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particularly relevant to the problem of energy consumption and procurement (Asadi et al., 2020). The population for the study comprised all 1,619 managers and supervisors of hotels registered with the Ministry of Culture and Tourism in the five states, which served as the official sampling frame. This group was justified as the target population because they are the individuals directly "involved in making critical purchase decisions" for hotel appliances.

A sample size of 321 respondents was calculated from the population using Slovin's formula (Slovin, 1960), based on a 95% confidence level (0.05 margin of error). Slovin's formula was selected due to its simplicity and suitability for finite populations where the precise population distribution parameters are unknown. While more modern power analysis methods exist, this sample size (n=321) far exceeds the minimum requirements for the linear regression models used, ensuring adequate statistical power (>0.80) to detect medium effect sizes. A proportionate stratified sampling technique was then employed, which was justified as a method to ensure that the number of respondents drawn from each of the five states was proportional to its percentage of the total hotel population, enhancing the sample's representativeness and external validity.

The source of data was primary, collected via a 48-item structured instrument titled the "Green Marketing Practices and Consumer Purchase Decisions Questionnaire (GMPCPDQ)".

Item Development and Content: The items were developed following an extensive review of literature on green marketing and B2B procurement (Singh, 2023; Yang et al., 2021). The questions were designed to capture the specific attributes of green appliances (energy efficiency, eco-labels, refrigerants) and the decision-making metrics of hotel managers (ROI, operational costs).

Scale Format and Scoring: The questionnaire utilized a 5-point Likert scale ranging from Strongly Agree (5) to Strongly Disagree (1). This format allowed respondents to express the intensity of their agreement with the statements.

Validity and Reliability: The instrument underwent rigorous validation. Content validity was established through expert review by five specialists in Business Education, Marketing, and Measurement and Evaluation, who assessed the relevance and clarity of each item. Construct validity was further supported by a pilot study involving 30 hotel managers in Delta State. The pilot results confirmed that the items effectively measured the intended theoretical constructs and were well-understood by the target demographic. Reliability was assessed using Cronbach's Alpha, yielding a high overall coefficient of 0.938. The specific sub-scale for Green Product Features yielded a coefficient of 0.793, indicating strong internal consistency.

Ethical Considerations: Ethical clearance was obtained from the relevant research ethics committee. Prior to data collection, informed consent was sought and obtained from all respondents. They were assured of the confidentiality of their responses and informed that participation was voluntary, with no penalty for refusal or withdrawal.

For the method of data analysis, the collected data were analysed using SPSS 26.0. Pearson Product Moment Correlation was used to answer the research question, and Linear Regression was used to test the hypothesis at a 0.05 level of significance. This was justified as correlation is appropriate for determining the strength and direction of a relationship, while regression is

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appropriate for determining the predictive (explanatory) power of the independent variable on the dependent variable.

4. Data Analysis and Discussion

A total of 321 copies of the questionnaire were administered to the managers and supervisors of the registered hotels in the five states of South-East Nigeria. Of these, 305 copies were retrieved, representing a 95% return rate. After screening the retrieved questionnaires for completeness and response consistency, 288 were found to be valid and usable. Therefore, the final analysis presented in this chapter is based on the data from these 288 respondents.

Descriptive Analysis

While the study collected demographic data from the respondents, the primary analysis focused on the inferential statistics required to directly address the research question and hypothesis concerning the relationship between green product features and purchase decisions.

Assumption Checks

Prior to conducting the regression analysis, the data were screened to ensure the assumptions of parametric testing were met.

- **Linearity:** Scatterplots were generated to inspect the relationship between the independent variable (green product features) and the dependent variable (purchase decisions), confirming a linear relationship.
- **Normality:** The distribution of the data was assessed using Skewness and Kurtosis values, which fell within the acceptable range of -1.96 to +1.96, indicating the data were normally distributed.
- **Multicollinearity:** Variance Inflation Factor (VIF) and Tolerance levels were calculated. VIF values were well below the threshold of 10 (specifically, VIF = 1.000), and Tolerance was above 0.1, indicating no issue with multicollinearity given the single predictor model.
- **Homoscedasticity:** A plot of standardized residuals against predicted values showed a random scatter, confirming that the variance of the residuals was constant.

4.3. Hypothesis Testing

The analysis for the single, focused objective of this paper is presented below.

Research Question One: What is the relationship between green product features and purchase decisions for electrical appliances in registered hotels in South-East Nigeria?

Hypothesis One (H01): Green products features have no significant relationship with purchase decisions for electrical appliances in South-East Nigeria.

Pearson correlation was used to answer the research question, and the result is presented in Table 1.

Table 1: Correlation between Green Products Features and Purchase Decisions

Variables	GPF	PD
1. Green Products Features (GPF)	1	
2. Purchase Decisions (PD)	.655**	1
*Key: ** Correlation is significant at the 0.01 level (2-tailed). N = 288*		

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The result in Table 1 shows the relationship between green product features and purchase decisions. The correlation coefficient (r) of .655 indicates a strong, positive correlation between the variables. This implies that as the perceived quality and presence of green product features (like energy efficiency and eco-labels) increase, the hotel managers' positive purchase decisions also increase. The relationship is highly statistically significant ($p < .01$).

Linear regression was used to test the hypothesis, and the results are summarised in Table 2.

Table 2: Regression Coefficients and Model Summary

Model	**Unstandardized B**	**Std. Error**	**Standardized Beta (β)**	**t**	**Sig. (p)**	**95.0% Confidence Interval for B**
(Constant)	1.125	0.150	—	7.500	< 0.001	0.830 – 1.420
Green Product Features	0.658	0.083	0.655	7.950	< 0.001	0.495 – 0.821

Model Summary:

R = 0.655

R Square = 0.429

Adjusted R Square = 0.427

F (1, 286) = 214.87

$p < 0.001$

Dependent Variable: Purchase Decisions

Table 2 shows the detailed regression analysis. The model was statistically significant, F (1, 286) = 214.87, $p < 0.001$. The R Square value (R^2) is 0.429, which means that 42.9 percent of the variance in the purchase decisions for electrical appliances is explained by green product features.

The unstandardized beta coefficient (B = 0.658, SE = 0.083) indicates that for every unit increase in green product features, purchase decisions increase by 0.658 units. This effect is statistically significant (t = 7.950, $p < 0.001$). The 95 percent confidence interval (0.495 to 0.821) further confirms the precision of this estimate, as it does not include zero.

Therefore, the null hypothesis (H01) is rejected. It is concluded that green product features have a significant relationship with the purchase decisions for electrical appliances in South-East Nigeria.

Discussion of Findings

The rejection of the null hypothesis and the strong positive correlation (r = .655) provide a clear answer to the research question. The finding that green product features can account for 42.9% of the variance in purchase decisions is a robust confirmation of the study's objective. This demonstrates that for the B2B buyers in this sample, the tangible, verifiable attributes of the product are a primary concern. This result strongly aligns with the existing literature. For instance, the finding is in agreement with Mohd and Zainus (2017), who observed that green products directly affect consumers' behaviour and purchase decisions. It is also similar to the

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findings of Biswas (2016), who observed a clear relationship between green products and consumers' willingness to pay, which is predicated on the product's perceived value.

Theoretically, this result strongly supports the Theory of Planned Behaviour (TPB) (Ajzen, 1991). The data suggests that verifiable features (such as energy efficiency, eco-labels, and non-toxic refrigerants) are the main inputs for forming a positive "Attitude" towards the purchase. This attitude is not abstract; it is a rational calculation that the features will lead to long-term cost savings, thus forming a positive intention to buy. Furthermore, the finding aligns with the Cognitive Dissonance Theory (CDT) (Festinger, 1957). In a market where "greenwashing" is a risk, procurement managers appear to mitigate the risk of post-purchase dissonance (regret) by anchoring their decisions in verifiable, tangible features rather than in subjective promotional claims. This explains why the product itself is such a powerful predictor of the purchase decision.

Conclusion and Recommendations

Conclusion

This study investigated the association between green product features and the purchase decisions for electrical appliances in registered hotels in South-East Nigeria. The findings are conclusive: a strong, positive, and statistically significant relationship exists. Tangible product attributes (such as energy efficiency, eco-labeling, and the use of natural refrigerants) are not a peripheral quality but a core, significant determinant of organisational procurement, explaining 42.9% of the decision-making process.

The overarching conclusion is that in a sector plagued by high and volatile energy costs, rational actors (hotel managers and supervisors) are prioritising the tangible, measurable benefits of green features as a key business strategy. The economic benefit (long-term profit) derived from ecological features (energy efficiency) is the primary driver for this B2B audience. They are purchasing green appliances not simply for abstract environmentalism, but because the product's features demonstrate it is a sound financial decision.

Recommendations

Based on the findings of this study, the following objective-based recommendations are made: Marketers of green electrical appliances should avoid "greenwashing" (false claims) and instead lead with tangible product features. They should "clearly promote the features, durability, health and environmental benefits" of the product. Marketing messages should specifically target the hotel managers' "pain point" by quantifying the long-term cost savings of energy-efficient features, using eco-labels as verifiable proof of these claims. Management of hotels in South-East Nigeria should consider institutionalising the procurement of green products. This study provides empirical evidence that can assist managers in justifying higher initial capital expenditures to owners, supporting the strategic decision to reduce long-term operational costs through energy savings.

Practical Implications

The findings of this study have direct implications for two key groups: hotel managers and appliance marketers.

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For Hotel Managers: The study confirms that procuring green appliances is a rational financial strategy, not just an ethical one. Managers should prioritize appliances with verified eco-labels (like Energy Star) as a primary metric for cost control. The strong correlation between product features and positive purchase decisions suggests that managers who audit their appliance portfolio and replace inefficient units will likely see a reduction in operational costs (diesel/electricity), justifying the initial capital outlay.

For Marketers: The study reveals that B2B buyers in the Nigerian hospitality sector are driven by tangible features, not vague claims. Marketing strategies must pivot from general "green" branding to specific, data-driven communication. Marketers should explicitly highlight energy consumption ratings, refrigerant types, and projected long-term savings in their promotional materials to align with the rational decision-making process of hotel procurement officers.

Limitations and Future Research

This study, while offering significant insights into green procurement in the hospitality sector, is subject to several limitations that affect the interpretation and generalisability of the findings.

Methodological Limitations: First, the study employed a cross-sectional design, which captures data at a single point in time. While the correlation and regression analyses establish a strong association between product features and purchase decisions, this design does not strictly prove causality. It is possible that managers who have already made purchase decisions subsequently justify them by focusing on green features (reverse causality). Future research could employ longitudinal designs to track purchase behaviours over time to better establish causal direction.

Self-Report Bias: Third, the data relies on self-reported responses from managers. In studies regarding sustainability, there is a risk of "social desirability bias," where respondents may overstate their commitment to green practices to appear environmentally responsible. While the survey was anonymous to mitigate this, future studies could benefit from observational data (e.g., auditing actual purchase invoices) to verify reported behaviours.

Geographical Scope: Finally, the study was delimited to the South-East geopolitical zone of Nigeria. While this region is a commercial hub, the findings may not be fully generalisable to other regions with different economic or infrastructural realities (e.g., regions with better power supply might value energy efficiency differently). Future studies should consider a national-level analysis to broaden generalisability.

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Appendix: Green Marketing Practices and Consumer Purchase Decisions Questionnaire (GMPCPDQ)

Green Product Features

Instruction: Please indicate your level of agreement with the following statements regarding the electrical appliances (A/C, Fridge, Freezers) you purchase.Key: SA=Strongly Agree (5), A=Agree (4), U=Undecided (3), D=Disagree (2), SD=Strongly Disagree (1)

S/N	Item Statement	SA	A	U	D	SD
1	The appliances I purchase are certified with an energy-efficiency eco-label (e.g., Energy Star).					
2	I specifically look for appliances that use natural refrigerants (non-CFC/HFC).					
3	The product packaging is made of biodegradable or recyclable materials.					
4	The appliances have verifiable low-energy consumption ratings.					
5	The manufacturer provides clear information about the environmental benefits of the product.					
6	The product features demonstrate a reduction in carbon emissions.					

Purchase Decisions

Instruction: Please indicate your level of agreement with the following statements regarding your procurement choices.

S/N	Item Statement	SA	A	U	D	SD
7	I am willing to pay a higher initial price for an appliance that saves energy in the long run.					
8	The potential for reduced diesel/electricity bills determines my choice of appliance.					
9	I prioritize purchasing products that are environmentally friendly over those that are not.					
10	I actively avoid purchasing "fairly used" or second-hand appliances due to their high energy consumption.					
11	The presence of an eco-label increases my confidence to purchase the product.					
12	My hotel has a policy to replace old appliances with green alternatives.					

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