
EFFECTS OF GREEN PRICING ON CONSUMER ATTITUDES TOWARD SUSTAINABLE CONSUMPTION IN NIGERIA

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ABSTRACT

This paper examined the effects of green pricing on consumers' attitudes towards sustainable consumption in Nigeria. The study employed the descriptive survey design where data were collected from a sample of 238 consumers doing shopping at various supermarkets in Port Harcourt metropolis. A structured questionnaire was used to gather data from the respondents after the respondents have been intercepted while shopping at the supermarkets. The data collected were analyzed statically using descriptive (mean and standard deviation) and inferential statistic like the Spearman Rank Order Correlation. The SPSS version 21.0 was used to correlate the data on the study variables. The findings revealed that there is significant positive relationship between price premium and consumers' cognitive attitude toward sustainable consumption. The study also found a significant positive relationship between price premium and consumers' affective attitude toward sustainable consumption. A significant negative relationship was found between price premium and consumers' cognitive attitude toward sustainable consumption. From the findings, it was concluded that while consumers with cognitive and affective attitudes expressed their willingness to pay the price premium that comes with green products, their actual behaviour speak otherwise as green marketers have continued to lament over the small sales of green products due to consumers unwillingness to pay the price premium that is attached to the products. The study therefore recommended that Nigerian consumers should translate their cognitive and affective attitude into green purchasing behaviour as it would help to protect the environment from waste and other forms of environmental degradation and pollution.

Keywords: *Green pricing, price premium, consumer attitudes, cognitive attitude, affective attitude, behavioural attitude and sustainable consumption.*

INTRODUCTION

In the past few years, there have been several talks on the need to preserve the environment in the course of satisfying needs. This issue has become so prominent in recent times in view of the extent to which human existence has been threatened by climate change and global warming orchestrated by the activities of multinationals and local industries. Pereira in Forsman and Madsen (2017) stated that climate change has become a threat to humankind in the last decades and especially in the 21st century. Herrmann in Wang (2009) lamented that the world today is shaken by ecological challenges such as global warming, dwindling non-renewable natural resources, scarcity and lack of good water, and other man-made dangers. Worried by the threat posed by climate change and global warming, world leaders have begun to seek for ways to preserve the environment. Several conferences have been organized by international bodies to discuss the issue of sustainability. In most of these conferences, particularly the United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro, the issue of sustainable consumption was brought forward and greatly emphasized.

Sustainable consumption is consumption pattern that supports the ability of current and future generations to meet their material and other needs, without causing irreversible damage to the environment or loss of function in natural system (Birtwistle and Moore in Dimitrova, 2010). Promoting sustainable consumption is very important to reduce the negative impact of human activity on the environment and also to provide markets for green products (Organization for

Economic Co-operation and Development, 2008). Consumers are the major forces that drive sustainable production; they play a key role in sustainable development. Considering the fact that the society is the major beneficiary of any sustainable attempt, individuals will have to readjust their consumption pattern and realign the satisfaction of needs with the more environmentally friendly options that industries would offer. This means that every citizen as a consumer has a role to play in achieving sustainable development by buying biodegradable and recyclable products that will not litter or pollute the environment (Ibok and Etuk, 2014).

Several calls and appeals have been made to consumers to patronize only green products (biodegradable or recyclable products). This is based on the beliefs that by buying only green products, the environment will be preserved for future generations to meet their own needs. Many consumers are willing to patronize green products but they are constrained by the fact that green products come with higher prices. Drozdenko, Jensen and Coelho (2011) stated that most green products come with higher prices due to the extra efforts it takes to produce the products, as well as the additional benefits which the products offer in terms of protecting the environment. The higher prices attached to green products tend to discourage consumers from buying the products. Intezar and Khan (2014) pointed out that consumers are very sensitive to prices when making their purchasing decision and as such they would rather do away with green products whose prices are high and patronize conventional products whose prices remain unchanged. It is against this backdrop that this paper intends to analyze the effects of green pricing on consumer attitudes towards sustainable consumption in Nigeria.

Statement of the Problem

Most of the consumers in Nigeria do not have the policy of patronizing only green products. They are just desperate to satisfy their needs and enhancing their quality of life without attaching importance to the preservation of the environment. Many consumers do not care about balancing meeting needs and preserving the environment. The environment has been jeopardized following the increasing waste and decreasing use of renewable energy sources (Ibok and Etuk, 2014). Recently, a significant number of Nigerians have expressed concern towards the environment but have failed to translate their concern into green purchasing as evidence shows that the annual sales of green products in Nigeria is far too low compared to the conventional products ((Ibok and Etuk, 2014). It seems like the high prices attached to green products must have discourage many consumers from buying green products. Since Nigerian consumers are very sensitive to price when making purchasing decision, they could continue to patronize unsustainable products whose prices are relatively low compared to green products. Although there is no empirical evidence to just this claim, this study will investigate the effects of green pricing on consumer attitude towards sustainable consumption in Nigeria and fill the gap that exists in this area of study.

Aims and Objectives of the Study

The aim of this study is to examine the effects of green pricing on consumer attitude towards sustainable consumption in Nigeria. The study intends to achieve the following objectives:

1. To ascertain the relationship between premium prices attached to green products and consumer cognitive attitude towards sustainable consumption.
2. To determine the relationship between premium prices attached to green products and consumer affective attitude towards sustainable consumption.
3. To investigate the relationship between premium prices attached to green products and consumer behavioural attitude towards sustainable consumption.

The above stated objectives are reflected in the conceptual framework below:

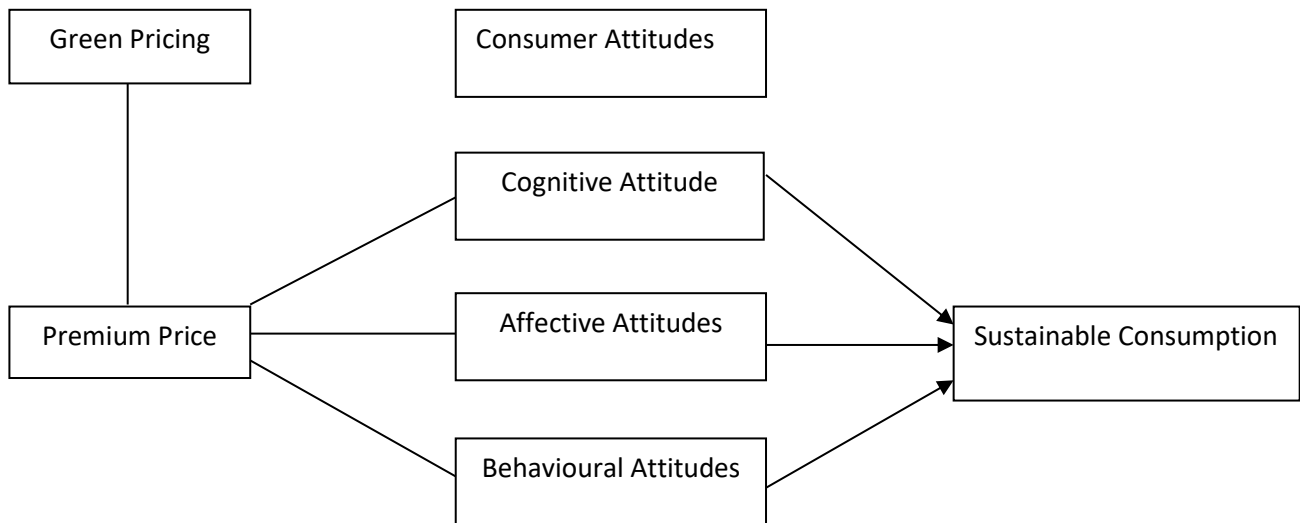


Figure 1: Conceptual Framework

Significance of the Study

This study is significant in the sense that it will provide a proper understanding on how green pricing influence consumer attitudes towards sustainable consumption. More specifically, the study will provide marketers with adequate knowledge on how the small premium charged on green products influence consumer attitudes (cognitive, affective and behavioural attitudes) towards sustainable consumption. The study will suggest possible ways in which green marketers can adjust the prices of their products so as to encourage consumers to patronize green products and maintain sustainable consumption pattern. The study will also sensitize green marketers on how they can use advertising to positively influence the attitudes of consumers towards sustainable consumption. The study will also be relevant to consumers in Nigeria as it will encourage them to make sacrifice for the sake of the environment to paying the small premium (price) charged on green products. The study, in addition, will serves as a good reference material to students, researchers and other academicians/scholars who may be interested in carrying further studies on this topic or related ones.

LITERATURE REVIEW

Concept of Green Pricing

Green pricing is a pricing system which allows customers to pay a small premium in exchange for value added from environmental friendly products (Holt and Holt, 2004). Most green products (sustainable products) come with small premium (high) prices because of its added value of protecting the environment from pollution and degradation. Green marketers usually charge small premium for their green products (biodegradable and recyclable products) because of the environmental benefits the products offer in terms of reducing greenhouse gas emissions, ecological footprints and wastes (Leszczynska, 2018). The small premium charged on green products is also due to the extra efforts and costs it takes to produce the products (Leticia, 2014). Mohamed and Ghani (2010) stated that consumers especially those who are environmental conscious are prepared or willing to pay the small premium that comes with green products if they feel that the products offers the additional benefit of preserving the environment. Peattie in Holt and Holt (2004) posited that environmental benefits are usually an added bonus and it will be a crucial deciding factor between products of equal quality and value.

While some people feel that sustainable products (green products) are very expensive, Zhou, Hu, and Huang (2016) argued that such products are not expensive if one considers the product life cycle costs. According to them, the product life cycle costs are high and that the small premium

attached to the products is just fair considering the environmental benefits of reducing greenhouse gas emissions, wastes and ecological footprints. Water-efficient printing and fuel-efficient vehicles are good examples of green products with added value. Iisu and Starr (2016) opined that consumers are often prepared to pay the small premium attached to these products because of their added benefits of reducing fuel consumption. The days have gone where consumers are unwilling to pay the small premium charged on green products. Young, Hwang, McDonald and Oates (2010) stated that the incidence of climate change, global warming and dwindling renewable resources which threaten human existence have increased consumer concern for the environment. Leticia (2014) urged marketers to have a rethink if they think that their customers are not concerned about the environment or are not prepared to pay the small premium for environmental friendly products. Donovan and Nicholls (2003) posited that consumers who are conscious of the environment are willing and prepared to pay 5-10% more for products if they feel that the products are safe healthier and good for the environment.

Price Premium

Price premium refers to the excess prices over and above the "fair" price which reflects the "true" value of the product (Rao and Bergen in Ong, Goh, Goh, Too and Goh, 2015). Such price is slightly above the prices attached to conventional (unsustainable) products. As earlier stated, most green products come with price premium which reflect the additional environmental benefits of the products. However, some consumers are price sensitive when making their purchasing decision. Price sensitivity refers to consumer response to the amount of money asked for a product or service (Munnukka, 2005). Munnukka further stated that consumers fall into two categories, those who are less sensitive to price and those who are more sensitive to price. For consumers who are more sensitive to price, a change in the price of one product will lead to the demand for a close substitute whose price remain unchanged. On the other hand, consumers who are less sensitive to price, a change in the price of one product will not necessarily lead them to demand for a close substitute provided that the quality of the favourite brand is sustained. Freriks (2012) stated that consumers who are more sensitive to price are not willing or prepared to pay the price premium that comes with green products even if they show concern for the environment.

However, consumers who are less sensitive to price and show concern for the environment are often prepared to pay price premium for green products (Freriks, 2012). This category of consumers are willing to sacrifice their hard earn money to purchase green products that come with price premium. Freriks described this category of consumers as "green consumers" who are willing to protect the environment at any cost. Naturally, most green consumers are less sensitive to price when making their purchasing decisions. According to Biswas (2016), green consumers are prepared to buy products that are considered safe, healthier and good for the environment even if such products come with price premium. Kapogianni (2011) added that green consumers act irrationally when it comes to purchasing green products. They are willing to pay price premium for biodegradable and recyclable products. Xia and Zeng (2010) observed that consumers who are conscious of the environment pay higher price (price premium) for fuel-efficient vehicle because they believed that by purchasing this product, it will help to reduce fuel consumption, transportation footprints, greenhouse gas emissions and general environmental pollution.

Concept of Consumer Attitudes

Consumer attitude is a combination of cognitive, affective and behavioural reactions toward a product or object (Ibrahim, in Kapogianni, 2011). It could also be defined as the positive or negative feelings which consumers have about or towards a product (Xia and Zeng, 2010). A consumer may exhibit a positive attitude towards a product if he or she feels that the product has the potentials of delivering the expected performance. On the other hand, the consumer may display a negative attitude towards a product if he or she develops the feelings that the product cannot yield the expected result or performance. Attitude drives behaviour. The theory of reasoned action (TRA) as proposed by Fishbein and Ajzen in 1980 shows a linkage between attitude and behavior (Kapogianni, 2011). A positive attitude brings about a positive behaviour

towards a product and vice versa. Consumer attitudes towards a behaviour can take three forms namely, cognitive, affective and behavioural attitude.

Cognitive Attitude

Cognitive attitude refers to the personal belief or knowledge which a consumer has regarding a product. Such belief and knowledge help to build a positive perception towards a product (Forsman and Madsen, 2017). Kuchinka, Balazs, Gavriletea and Djokic (2018) stated that consumers with a high cognitive attitude purchase only those products which they have a sound knowledge about as opposed to what they feel. This knowledge may be based on past experience with the product which spurs up the consumer belief that the product will deliver the expected performance. Normally, a consumer develops a belief after his first encounter of using the product. If the product at the first usage gives the consumers the expected performance, the consumer's cognitive attitude towards the product will be boosted and he or she will develop the intention to make future or repeated purchase (Intezar and Khan, 2014). Kuchinka et al (2018) observed that most consumers with high cognitive attitude rely on the knowledge and information which they have about a product before developing the intention to make repeat purchase of the product.

Within the context of green purchasing behaviour, consumers with a sound knowledge of green products tend to purchase the products because of their beliefs that such products have the potentials of reducing wastes, greenhouse gas emissions and ecological footprints. Samarasinghe (2012) noted that a consumer who has a sound knowledge about the environment and believes that environmental protection is important, changes their consumption pattern and patronizes products that are safe for the environment. These categories of consumers cultivate the habits of buying organic foods, technology cars which use less petrol, bottled water which can be recycled, use less papers and cellophane bags, as well as buying emerging saving bulbs, home heating & cooling systems (Samarasinghe, 2012).

Affective Attitude

Affective attitude refers to the emotional feeling which consumers develop towards a product (Intezar and Khan, 2014). This feeling is followed by action or behaviour. A consumer's feeling or affection towards a product may depend on how the consumer evaluates the product in relation to other competing brands. In some cases, the feeling which consumers develop towards a product is based on their past experience with the product (Forsman and Madsen, 2017). If the past experience with the product is good, the consumer will be emotionally attached to the product and will remain loyal to the brand. Samarasinghe (2012) stated that consumers with affective attitude towards a product buy more of the brand and even remain loyal to the brand despite the presence of other competing brands. The affection which a consumer shows towards a product makes him or her to repeatedly patronize the brand and even recommend the brand to friends and relatives. Within the context of green purchasing behaviour, consumers who show affection towards the preservation of the environment buy only sustainable products and recommend such products to friends and relatives. Cha, Chun and Chang (2009) stated that consumers who show concern for the environment develop positive feeling and affection towards sustainable products (biodegradable and recyclable products) and purchase them repeatedly to reduce wastes, ecological footprints and greenhouse gas emissions.

Behavioural Attitude

Behavioural attitude, also known as cognitive attitude, is the possibility that a consumer will behave in a certain way towards a product (Kuchinka et al, 2018). It connotes what a consumer intends to do, whether to purchase a product or not. Behavioural attitude embraces both cognitive and affective attitudes because the action which the consumer intends to perform (regarding whether or not to buy a product) depends on his beliefs or feeling towards the product. This is why Solomon, in Marketography (2010) described behavioural attitude as the response of a consumer resulting from his cognitive and affective attitudes. Forsman and Madsen (2017) believed that cognitive and affective attitude direct behavioural component. For instance, if a

consumer has a strong belief (cognitive component) and feelings (affective component) towards a product, he or she is more likely to buy the product (behavioural component). However, there are instances where cognitive and affective components do not direct behavioural attitude. For instance, a consumer may not have a strong belief and feeling towards a product (green product in this case) but may decide to buy the product repeatedly for the sake of the environment. In this case, cognitive and affective attitude do not direct the behavioural component as purchase is made based on environmental reasons (Xia and Zeng, 2010).

Concept of Sustainable Consumption

The National Consumer Council in Evans and Jackson (2008) defines sustainable consumption as a balancing act that takes into account the quality of life of consumers in the present time period alongside resource use and environmental impact such that future consumers can enjoy the same quality of life that is enjoyed today. Yates in Wang (2009) stated that sustainable consumption is a balancing act and is all about consuming in such a way to protect the environment, use natural resources wisely and promote quality of life while not spoiling the lives of future consumers. Sustainable consumption focuses on the balance of industrial growth and safeguarding the environment in order to meet the needs of the current generation without compromising the ability of the future generations to meet their own needs (United Nations in Wang, 2009). Seyfrang in Wang (2009) posited that sustainable consumption requires a widespread change in consumer behaviour to reduce the environmental impact of consumption.

Consumers have a key role to play in achieving sustainable development. They need to change their consumption pattern from unsustainable pattern to sustainable pattern. Young, Hwang, McDonald and Oates (2010) stated that when consumers change their unsustainable consumption pattern to sustainable consumption pattern, it will create market for green products and marketers will be forced to produce only green products to meet customers' needs. Forsman and Madsen (2017) added that consumers are the driving force of sustainable marketing. They are the key stakeholders that can bring the necessary change in the production process. Zhou, Hu and Huang (2016) stated that environmental protection is in the hands of the consumers. According to them, consumers just need to change their unsustainable consumption lifestyle to sustainable consumption lifestyle to safeguard the environment. Leszczynska (2018) stated that if consumers can only buy organic food, fuel-efficient vehicles, and other biodegradable and recycle products, the environment will be safe, healthier and preserve for future generations.

Price Premium and Consumer Cognitive Attitude towards Sustainable Consumption

Some empirical studies have been conducted on price premium and consumer attitude towards sustainable consumption. For instance, Xia and Zeng (2010) empirically examined consumer attitudes and their willingness to pay for green food in Beijing. Their study was conducted among some consumers in selected supermarkets in the capital of China, Beijing. The study revealed that most consumers exhibit a positive attitude towards green food and that they are willing to pay 5-10% premium for green —labeled milk than ordinary milk. The study also revealed that the knowledge which consumers have acquired about green-labeled milk is the main reason behind their willingness to pay the price premium for the product. The study however concluded that consumer cognitive attitude (belief and knowledge) is the driving force behind their willingness to pay price premium for green labeled milk.

In another study on green product pricing and Malaysian consumers' willingness to pay, it was revealed that Malaysian consumers are willing to pay price premium (higher prices) for green light bulb, shampoo and air-conditioners than non-green substitutes but only if the prices are lower than the actual prices in the market across all the three categories of products (Ong, Goh, Goh, Too, and Goh, 2015). The study also reported that the motivating factor behind the willingness of consumers to pay the small premium for the three categories of products is the vast amount of knowledge which they have about the products. The study however concluded that consumers' cognitive attitude significantly enhance their willingness to pay the small price premium for green products. The study conducted by Cha, Chun and Chang (2009) revealed that majority of the consumers in South Korea are willing to pay to small premium of 0-10% for certified wood

products. The study reported that consumers' willingness to pay the small price premium is associated with the cognitive attitude towards the products. Based on these empirical findings, we propose our first hypothesis:

Hoi: There is no significant positive relationship between price premium and consumer cognitive attitudes towards sustainable consumption.

Price Premium and Consumer Affective Attitude towards Sustainable Consumption

A number of related studies have been conducted on the influence of price premium on consumer attitude towards sustainable consumption. For instance, Drozdenko, Jensen and Coelho (2011) examined the pricing of green products with a particular emphasis on premium price paid, consumer Characteristics and incentives. After analyzing the data collected, the researchers found out that 398 consumers are willing to pay a 5% premium for a green music play above a conventional music player that cost \$200. These consumers are also willing to pay \$2,084 more on a hybrid version of a car that cost \$20,000 (about 10.4% premium) if the hybrid version saved them \$1,000 annually in gasoline costs, and \$3,290 more on the hybrid if the gas savings were \$3,000 (Drozdenko et al, 2011). The study revealed that the desire and willingness to pay the price premium for green products is informed by the affective attitudes towards the environment and sustainable products.

In another study on consumers' willingness to pay for environmentally friendly products, it was reported that consumers (undergraduate students from university of California, San Diego) are only willing to pay very low premium (extra 1-5%) for environmental friendly products (Hsu and Starr, 2016). The study conducted by Biswas (2016) showed that product price has the highest impetus on consumers' intention to pay the green price premium. In a study on the relative willingness to pay for environmentally friendly products and its relation with eco-certification, it was reported that consumers are willing to pay more for branded and recycle products within eco-certificate as against non certificate branded and recycled products. The study also revealed that consumers are not willing to pay a price premium for Xerox white paper. Based on these empirical reviews, we propose our second hypothesis:

Ho2: There is no significant positive relationship between price premium and consumer affective attitudes towards sustainable consumption.

Price Premium and Consumer Behavioural Attitude towards Sustainable Consumption

Studies have shown the nature of relationship between price premium and behavioural attitude towards sustainable consumption. D'Souza et al., in Anvar, and Venter (2014) stated that consumers are very sensitive to price when it comes to going green. They see price premium as a barrier to sustainable consumption as it limits the influence of green value and behavioural attitude towards green purchasing. Laroche et al. in Anvar, and Venter (2014) studied the relationship between attitude and price and willingness of consumers to pay by explaining two significant attitudes namely the attitude of perceived inconvenience and the attitude of corporate responsibility. Behaviours such as recycling and buying green did not predict willingness to pay more for green products and services in (Anvar, and Venter, 2014). For example, a consumer may has a positive attitude towards green products such as recycling and recycles on a regular basis, but may not be willing to pay more (Hansla et al., 2008).

Forsman and Madsen (2017) empirically investigated consumers' attitudes towards sustainability and sustainable labels in the fashion industry. After analyzing the data collected, the researchers found out that price premium negatively affect consumers' behavioural attitude towards sustainable labels in the fashion industry. In a study on sustainable consumption, it was reported that consumers have a positive attitudes towards sustainable products but the price premium that comes with the products tends to discourage consumers from engaging in sustainable consumption (Young, Hwang, McDonald, and Oates, 2010).

Zhou Hu, and Huang (2016) carried out a study to determine whether consumers are willing to pay more for sustainable products. The researchers studied household-level tuna steak (sashimi grade) consumption and investigates consumer preference for eco-labeling (Certified Turtle Safe (CTS). The study reported that consumers on average preferred turtle-safe-labeled tuna steak and were likely to pay more for it. The study also reported that consumers were less likely to buy wild-caught species, and insignificant results were found for pro-frozen. In a study on consumer attitudes toward sustainable development and risk to brand loyalty, it was reported that price premium has negative and significant relationship with consumer behaviour attitude towards sustainable consumption (Kuchinka, Balazs, Gavriletea, and Djokic, 2018). Based on this statement, we formulate our third hypothesis:

Ho3: There is no significant positive relationship between price premium and consumer behavioural attitudes towards sustainable consumption.

Theoretical Framework

The theory of reasoned action which was developed by Fishbein and Ajzen in 1967 was adopted in this study. This theory is widely used in research on consumer attitudes and behaviour. The theory of reasoned action tends to explain the relationship between attitudes and behaviours within human action (Roger et al in Wikipedia, 2014). The theory is useful in predicting how a consumer will behave based on his or her attitudes and intention. A consumer decision to behave in a certain way is based on what he or she will expect from performing such behaviour. The theory of reasoned action tries to understand why people behave in certain way. The theory states that a person's intention to perform certain action (or behaviour) depends on what he or she believes the outcomes of such behaviour will be. The theory explains that the behavioural intention comes as a result of a belief that performing the intent behaviour will lead to specific outcomes.

The theory of reasoned action is very relevant in explaining the effects of green pricing on consumer attitude towards sustainable consumption. The theory explains that how a consumer will behave (whether to pay the price premium for green products or not) is based on his or her attitudes and intention. The theory believes that a consumer's intention to pay the price premium for green products is based on the strong belief that such green purchasing behaviour will lead to environmental sustainability. This means that consumers' intention and willingness to pay price premium for green products depends on their belief that such behaviour will help to protect the environment from all forms of degradation and pollution.

METHODOLOGY

The descriptive survey research design was adopted in this study. The population of the study consisted of consumers shopping at some selected supermarkets in Port Harcourt. The intercept survey sampling was adopted in this study. By intercept survey sampling, it meant that consumers were intercepted in the process of doing their shopping at the supermarkets visited. This method of sampling was adopted by Thompson (2015) and Jin & Kang (2011). However, a sample of 238 consumers was intercepted while shopping at the supermarkets visited. A structured questionnaire was given to the consumers (respondents) to fill with respect to how price premium influence their attitudes towards sustainable consumption. All the 238 questionnaires distributed to the respondents were completed and retrieved on the spot. The researcher also interacted with some supermarket operators who deal on sustainable and unsustainable products to ascertain the level of sales between these two categories of products. The interaction was done to an extensive interview. The data collected from respondents were correlated using the Pearson Product Moment Correlation. A computer software program was used to correlate the data collected on the study variables to ensure accurately and speedy processing. The Statistical Package for Social Sciences (SPSS) windows 21.0 version was used to correlate the data and the results were presented and interpreted accordingly.

Descriptive and Empirical Results

Descriptive Analysis

The results of the SPSS analysis are presented in tables. The descriptive analysis shows the mean, standard deviation, skewness and kurtosis values of the study variables (price premium, cognitive attitude, affective attitude, behavioural attitude and sustainable consumption).

Table 1: Descriptive Statistics

Variables	N	Mean	Std Dev.	Skewness		Kurtosis	
				Ratio	Std Error	Ratio	Std Error
Price premium	238	2.53	0.86	.115	.108	.161	.134
Cognitive attitude	238	2.59	0.91	.118	.108	.176	.134
Affective attitude	238	2.64	0.94	.124	.108	.172	.134
Behavioural attitude	238	2.42	0.54	.116	.108	.168	.134
Sustainable consumption	238	2.47	0.68	.119	.108	.154	.134

Source: SPSS-generated Output

Table 1 shows the results of the SPSS analysis with respect to the descriptive statistics on the study variables. The results indicated that the mean values of all the variables are greater than 2.50 except for behavioural attitude and sustainable consumption whose mean values falls below 2.50. However, the analysis of kurtosis and skewness indicate that the variables are close to normal distribution which implies that the distribution of values is skewed.

Results of Correlation Analysis

The results of the SPSS correlation analysis carried out on the study variables are presented in tables. The data collected on price premium is correlated with those obtained on consumers' cognitive, affective, behavioural attitude towards sustainable consumption using the SPSS version 21.0. The results of the SPSS correlation analysis are presented below:

Table 2: Relationship between Price Premium and Cognitive Attitude

			Price Premium	Cognitive Attitude
Spearman Rank (rho)	Price Premium	Correlation Coefficient	1.000	.619*
		Sig. (2 tailed)	.	.001
		N	238	238
	Cognitive Attitude	Correlation Coefficient	.619*	1.000
		Sig. (2 tailed)	.001	.
		N	238	238

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-generated Output

Table 2 shows the result of the SPSS correlation analysis between price premium and consumers' cognitive attitude towards sustainable consumption. The result revealed that price premium has a positive relationship with cognitive attitude towards sustainable consumption (rho = .619*). The relationship between the two variables is significant at 0.05 level as indicated by the symbol *. As a result of this, the null hypothesis is rejected and the alternative hypothesis is accepted. This means that there is significant positive relationship between price premium and cognitive attitude towards sustainable consumption."

Table 3: Relationship between Price Premium and Affective Attitude

			Price Premium	Affective Attitude
Spearman Rank (rho)	Price Premium	Correlation Coefficient	1.000	.732*
		Sig. (2 tailed)	.	.002
		N	238	238
	Cognitive Attitude	Correlation Coefficient	.732*	1.000
		Sig. (2 tailed)	.002	.
		N	238	238

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-generated Output

Table 3 presents the result of the SPSS correlation analysis between price premium and consumers' affective attitude towards sustainable consumption. The result revealed that price premium is positively and significantly correlated with consumers' affective attitude towards sustainable consumption ($\rho = .732^*$). Therefore, the null hypothesis is rejected and the alternate hypothesis is accepted. This implies that there is significant positive relationship between price premium and consumers' affective attitude towards sustainable consumption.

Table 4: Relationship between Price Premium and Behavioural Attitudes

			Price Premium	Behavioural Attitude
Spearman Rank (rho)	Price Premium	Correlation Coefficient	1.000	-.537*
		Sig. (2 tailed)	.	.003
		N	238	238
	Cognitive Attitude	Correlation Coefficient	-.537*	1.000
		Sig. (2 tailed)	.003	.
		N	238	238

**Correlation is significant at 0.01 levels (2 tailed)

*Correlation is significant at 0.05 levels (2 tailed)

Source: SPSS-generated Output

Table 4 shows the result of the SPSS correlation analysis between price premium and behavioural attitude towards sustainable consumption. The result revealed that price premium is negatively related to behavioural attitude towards sustainable consumption ($\rho = -.537^*$). This relationship is significant at 0.05 level. As a result of this, the null hypothesis is retained. This means that we then accept that there is no significant positive relationship between price premium and behavioural attitude towards sustainable consumption.

Discussion of Findings

From the result of the analysis carried out, it was confirmed that there is significant positive relationship between price premium and cognitive attitude towards sustainable consumption. This finding was emerged from the result of the SPSS correlation analysis between the two variables. The result indicated that price premium has a significant positive relationship with cognitive attitude towards sustainable consumption. As a result of this, the null hypothesis was rejected and the alternate hypothesis was accepted. This means that there is significant positive relationship between price premium and cognitive attitude towards sustainable consumption. This finding implies that consumers with high cognitive attitude are willing to pay the small price premium to maintain sustainable consumption pattern. This finding is consistent with the research conducted by Xia and Zeng (2010) which reported that most consumers are willing to pay 5-10% premium for green-labeled milk than ordinary milk; and that the consumer cognitive attitude (belief and

knowledge) is the driving force behind their willingness to pay price premium for green labeled milk. This finding is also supported by Ong, et al, (2015) and Cha, Chun and Chang (2009).

It was also revealed in this study that significant positive relationship exists between price premium and consumers' affective attitudes towards sustainable consumption. This finding was obtained from the result of the SPSS correlation analysis carried out on the two variables. The result indicated that price premium is positively and significantly correlated with consumers' affective attitudes towards sustainable consumption (See table 3). Consequently, the null hypothesis was rejected and the alternate hypothesis was accepted. This implies that there is significant positive relationship between price premium and consumers' affective attitudes towards sustainable consumption. This finding implies that consumers with affective attitude (feeling) towards the environment are willing to pay the price premium that comes with green products to maintain a sustainable consumption lifestyle. This finding is supported by Drozdenko et al (2011) who noted that 398 consumers are willing to pay a 5% premium for a green product (green music player) above a conventional music player that cost \$200; and that the desire and willingness to pay the price premium for green products is informed by the affective attitudes towards the environment and sustainable products. I-Tsu and Starr (2016) also supported this finding when they discovered that consumers (undergraduate students from university of California, San Diego) are only willing to pay very low premium (extra 1-5%) for environmental friendly products.

This study found a significant negative relationship between price premium and consumers behavioural attitude towards sustainable consumption. This finding was deduced from the result of the SPSS correlation analysis carried out on the two variables. The result revealed that price premium is negatively and significantly correlated to consumers' behavioural attitude towards sustainable consumption (See table 4). Based on this result, the null hypothesis was retained. This means that we then accept that there is no significant positive relationship between price premium and consumers behavioural attitude towards sustainable consumption. This finding implies that price premium discourage consumers from engaging in sustainable consumption pattern. This finding is supported by Anvar, and Venter (2014) who noted that consumers see price premium as a barrier to sustainable consumption as it limits the influence of green value and behavioural attitude towards green purchasing. Kuchinka, Balazs, Gavriletea, and Djokic, (2018) also supported this finding when they reported that price premium has negative and significant relationship with consumer behaviour attitude towards sustainable consumption. Kuchinka et al (2018) observed that consumers might express a positive attitude towards environmental issues but do they act according to this attitude.

CONCLUSION

This study examined the effects of green pricing on consumer attitudes towards sustainable consumption in Nigeria. The empirical results indicated that there is significant positive relationship between price premium and consumers' cognitive attitudes towards sustainable consumption. The study also found a significant positive relationship between price premium and consumers' affective attitude towards sustainable consumption A significant negative relationship was reported between price premium and consumers' behavioural attitude towards sustainable consumption. Based on these findings, it was concluded that while consumers with cognitive and affective are willing to pay price premium for sustainable products, price premium significantly discourage most consumers from engaging in sustainable consumption. This creates an attitude-behavioural gap, which implies that while consumers with cognitive and affective attitudes expressed their willingness to pay the price premium for green products, their actual behaviour differs from what they expressed as the price premium charged on sustainable products discourage them from engaging in green purchasing behaviour (sustainable consumption).

RECOMMENDATIONS

Based on the findings and conclusion, the following recommendations are made:

1. Nigerian consumers should make sacrifice for the sake of the environment and pay the small premium that comes with sustainable products as this would help to achieve environmental sustainability.
2. Nigerians with cognitive and affective attitudes towards sustainable products should translated their attitudes into buying green purchasing behaviour as this would help to restore our environment and prevent climate change and global warming.
3. Nigerian consumers should be less sensitive price when it comes to green products and buy organic food, biodegradable and recycling products as this would help to reduce wastes, ecological footprints and greenhouse gas emissions.
4. It is recommended that Nigerian consumers should pay the small premium that comes with green products as it would not only create market for sustainable products but would also ensure that the environment is protected from all forms of degradation and pollution.

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