Green Outlook among Nigeria's Gen Y and Z,
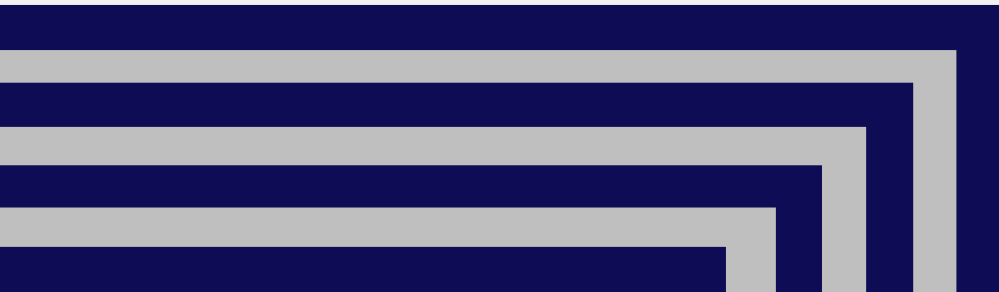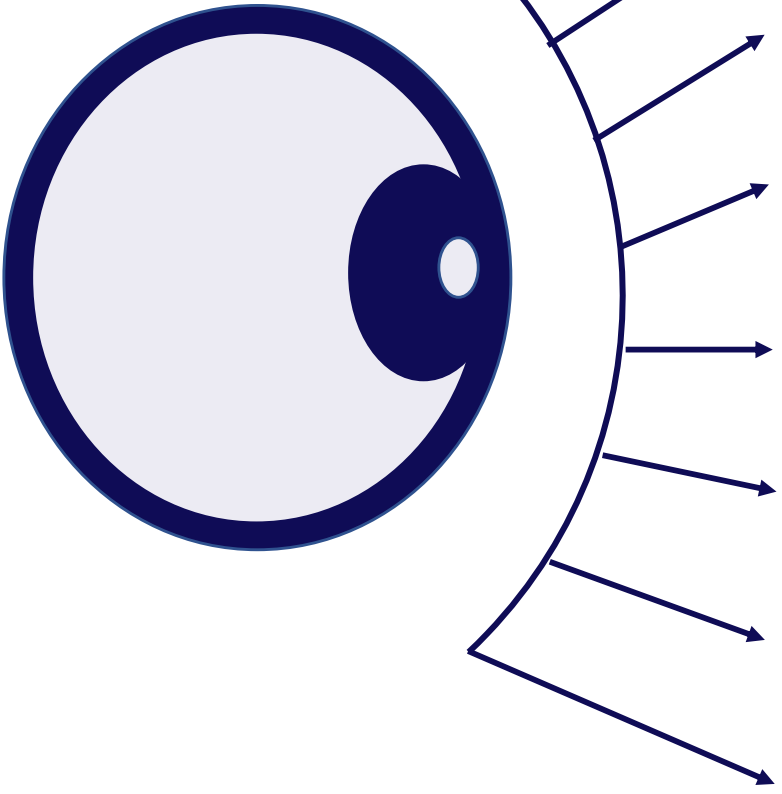
with key learnings and implications for influencing these cohorts.

INVISTA
Consulting

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Prepared By INVISTA Consulting

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Executive Summary

Executive Summary

In pursuit of sustainable development, consumer brands are increasingly confronted with the need to account for the environmental dimension of sustainability in their products and processes. In Africa, consumer movements aimed at protecting the natural environment are sparse. However slow, but a gradual reckoning on the need for brands to be environmentally responsible is becoming evident among the growing youth population.

Opportunities lie within for brands to bond with consumers beyond the functional features of a product. This research report examines a sample of Gen Y and Z Nigerians to assess their predisposition to environmental sustainability,, and offers insights into how these segments can be targeted with Ad campaigns that reverberate eco-friendliness.

- Among Nigeria's Gen Y and Z., knowledge about environmental challenges and causes resonates at a moderate level; mostly on air and water pollution
- Both cohorts recognize the deteriorating state of natural environment, and show keen interest on the need to protect it.
- Attitude is positive, as a majority express the willingness to participate in a social cause that seeks to protect the natural environment.
- 4 in 5 of both Gen Y and Z think that eco-friendly products can contribute to protecting the environment.
- Pricing is a concern for some, but there is cognition that protecting environment may come with an extra cost.

- Gen Z perceive a little more social value in being environment-friendly.
- Some skepticism still trail the receptiveness to an Ad campaign that speaks eco-friendliness, owing to a lack of credibility and trust.
- However, both allude that such eco-friendly Ad messages can grasp their attention, and induce purchase.
- Gen Y and Z consider eco-friendly Ad messages to be valuable for a brand, as they are willing to support a brand that supports the environment.
- Gen Y and Z would also like to see the government play a more active role, in promoting the availability of eco-friendly products to allay doubts and boost credibility.

Executive Summary

Key Learnings for Targeting these Segments

- **Nigeria's Gen Y and Z markets are untapped for eco-friendly products.**

- **Gen Y and Gen Z share similarities in respect to the drivers of environment friendly behaviour, and their predisposition towards products that are eco-friendly.**

- **Our predictive model suggests that both cohorts would respond in a similar manner to an eco-friendly Ad campaign.**

- **Targeting these segments would require educating them on how the product in question contributes to protecting the environment.**

- **Protecting the environment is perceived more as a moral duty, than as a means to derive social approval.**

- **They will however be encouraged if their efforts are recognized by family and friends.**

- **Experiential marketing campaigns can serve as a useful medium to promote individualized-collective action; as these cohorts appreciate social responsibility, embrace interconnectivity, and are motivated by collaboration.**

The Report

Background

The Green movement is gaining momentum across the globe, as concerns intensify over the harmful impact of unsustainable practices on the natural environment.

As a result, pathways towards sustainable alternatives to production and consumption have become a recurring subject among global players.

Some enacted initiatives to promote a balance in the cohesion with nature include:

- The European Union Circular Economy Action Plan,
- World Bank's Environmental and Social Framework (ESF),
- Paris Climate Accord (192 Countries),
- China's Circular Economy Promotion Law.

❖ **In a global survey, 81% of consumers consider it 'extremely' or 'very' important that companies implement programs to improve the environment (Nielsen, 2018)**

❖ **80% of consumers in the GCC (Kuwait, Bahrain, Oman, Qatar, Saudi Arabia and the UAE) indicate willingness to adopt more sustainable lifestyles (Boston Consulting Group, 2021).**

❖ **81% of a global sample expect companies to be environmentally conscious in their advertising and communication (YouGov, 2018)**

Background

❖ **Consumers in the UK spent over £100 Billion on ethical products in 2021 (Guardian 2021); while their US counterparts were projected to spend $150 Billion in 2021 (Nielsen, 2019).**

❖ **In 2020, the global market size for green packaging was valued at $258.35 Billion, with a projection to grow to $385.34 Billion by 2028 (Fortune Business Insights, 2021).**

Multinationals are tapping into the market opportunity to position their brands as eco-friendly.

Nike Space Hippie Shoes manufactured from recyclable factory waste.

Pepsi's 100% plant-based PET bottle from fully renewable sources.

Unilever's Refill Stations for bath and hair care products.

BMW i3 Electric powered vehicle.

Who is the Green Consumer

The Green Consumer

► Is conscious of the need to minimize harmful impacts on the natural environment.

► Supports the notion for products to be manufactured in a manner that causes less deterioration to the natural environment.

► Perceives protecting the environment as an obligation, and is motivated to translate environmental concerns into expressed buying behaviour.

► Believes that an individualized-collective action can play a significant role in preserving the environment.

► Is willing to modify his/her consumption behaviour to help preserve the planet and its resources.

► Can play advocacy roles for brands/products that are eco-friendly.

► As research suggests, is willing to pay a little extra for products that are perceived to cause less harm to the environment.

Problem Statement

■ The momentum for environmental sustainability (often termed the **green movement**) has however remained predominant among developed nations, with minimal footprints in Africa.

■ Studies on consumers' environmental attitude have mostly been reported from the context of developed economies, while less attention is given to African nations.

■ Whereas country-specific factors peculiar to developing nations can contend the materiality and generalizability of reported findings.

Some country-specific factors peculiar to African markets include;

► **Low awareness on the need for preserving the environment.**

► **Unavailability of eco-friendly (green) products.**

► **Sparsity of environmental-focused movements.**

► **High level of environmental pollution.**

► **Inadequate legislation on environmental sustainability.**

■ Advocating for environmental sustainability in societies that still contend with major economic challenges and have overtime paid less attention to protecting the environment may seem a daunting task.

In light of the problem statement, Nigeria is selected as a case study for an African Nation, and attention is drawn to the Generation Y and Z cohorts.

Why Gen Y and Gen Z?

These recent generational cohorts present an opportunity to stimulate environmental consciousness and foster deliberate efforts to protect the environment.

Gen Y (Millennials)

Gen Z (Zoomers)

Similarities

✓ Agents of change and future of the society
  ✓ Empowered by technology
  ✓ Embrace interconnectivity
  ✓ Wealth of information abound
  ✓ Motivated by collaboration
✓ Value social responsibility and diversity
  ✓ Seek a lifestyle of their creation

Born between 1981 -1996

Watched digital technology begin

Estimated population in Nigeria: 40.3 million. (Source: Populationpyramid.net 2021)

Born 1997 and early 2010s

Immersed in digital technology from birth

Estimated Population in Nigeria: 67.4 million.

Nigeria and the Green Movement

► A dearth of knowledge still exists about Nigeria's green market or consumers attitudes towards eco-friendly products in Nigeria.

► In 2018, Nigeria was ranked 53rd on The Global Green Economy Index (GGEI) among 130 countries, and 8th in Africa. Kenya and Zambia occupied 1st and 2nd position respectively on the continent (Knoema, 2021).

Government efforts underway:

► In 2017, the Nigerian Senate signed the Bill establishing the National Environmental Standards and Regulations Enforcement Agency (NESREA) to enforce environmental laws, standards and regulation.

► Also in 2017, Nigeria became the first African nation to issue a sovereign green bond to pursue a low carbon pathway for socio-economic development, promote green awareness, provide clean and renewable energy sources, and to reduce carbon footprint up to 45% by 2030 (Heinrich Böll Stiftung, 2022)

► In September 2021, the value of Nigeria's Green Bond was reported at $136 Million (The Guardian, 2021).

► However, the country is still faced with challenges such as a lack of green standardization, technical and logistic requirements, low awareness, and a lack of trust in green claims.

Fig 1. **Estimated Nigerian Population Pyramid, 2021**

Estimated Population 211,400,704
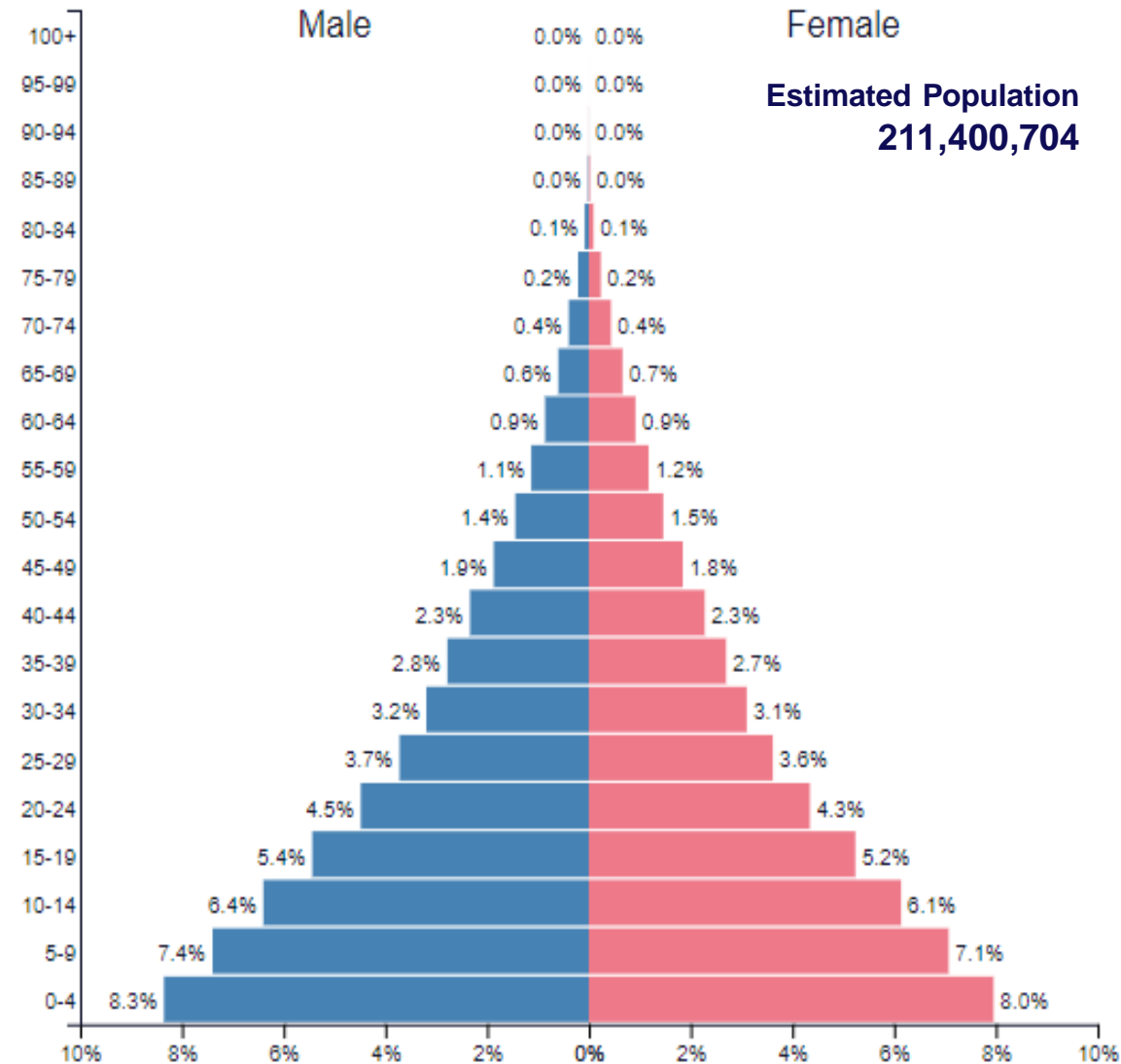
(Source: Populationpyramid.net, 2021)

Research Question and Objectives

■ Herein, this report is an attempt to evaluate Gen Y and Z Nigerians on their readiness to embrace eco-friendly products, by addressing two research questions.

? **What is the general predisposition of Nigeria's Gen Y and Gen Z towards environmental sustainability?**

? **How would a green advertising campaign influence Nigeria's Gen Y and Z to purchase eco-friendly products?**

■ Three objectives are developed to address the research questions:

Objective 1
- Assess Nigerian Gen Y and Z distinctively on the drivers of environmental friendly behaviour.

Objective 2
- Determine how these drivers influence receptivity towards green advertising and purchase intention among Gen Y and Z.

Objective 3
- Establish statistically whether Gen Y and Z differ on the drivers and predisposition towards environmental friendly behaviour.

Scope

■ **To understand the general predisposition of Gen Y and Z towards environmental sustainability, a desk research was undertaken to identify the behavioural drivers of environmental friendly behaviour.**

■ **Six (6) behavioural drivers identified, and applied to assess each cohort.**

Fig 1. Behavioural Drivers

Eco-literacy:

The general understanding about the natural environment and a familiarity with environmental problems and their causes.

Environmental Concern:

An individual's awareness of environmental problems and the willingness to contribute to a solution.

Social Value:

Perceived social image and expression of personality that could be derived from purchasing eco-friendly products.

Green Attitude:

The favourable or unfavourable feelings, guiding intentions to preserve the environment and purchase eco-friendly products.

Receptivity to Green Advertising:

The degree of acceptance of advertising that highlights the environmental benefits associated with buying specific products,

Purchase Intention:

A measure of the propensity to purchase eco-friendly products.

Proposed Predictive Model

- **To address the second and third objective, a predictive model is proposed following a review of prior studies.**

- **The behavioural drivers were developed into latent constructs and simulated to form a predictive model, to statistically determine their influence on purchase intention, and the difference between Gen Y and Z cohorts.**

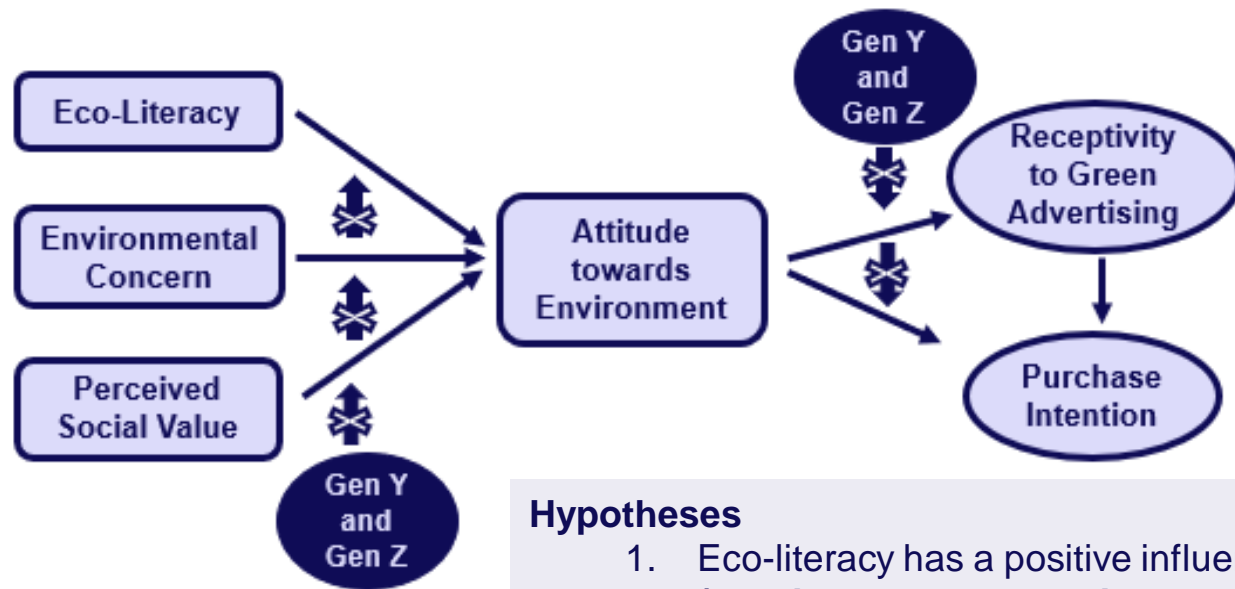- **Seven (7) Hypotheses were developed and tested along the direction of the Predictive Model.**

Fig 2. Proposed Model predicting Receptivity to Green Advertising and Purchase Intentions of Eco-friendly Products.

Hypotheses
1. Eco-literacy has a positive influence on Environmental Attitude.
   (as x increases, y also increases)
2. Environmental Concern has a positive influence on Environmental Attitude
3. Perceived Social Value has a positive influence on Environmental Attitude
4. Environmental Attitude has a positive influence on Receptivity to Green Advertising (RGA)
5. Environmental Attitude has a positive influence on purchase intention.
6. RGA has a positive influence on Purchase intention.
7. The linear relationship hypothesized in all six hypotheses above are not significantly different between Gen Y and Gen Z.

Methodology

■ **Questionnaire Design:**

► The questionnaire contained a description of what an eco-friendly product is.

► Two examples given were a biodegradable plastic bottle and a shoe made from recovered sea waste.

► Respondents were required to read this section before proceeding to answer the questionnaire.

► The behavioural drivers identified were developed into constructs, comprising unique sets of statements that measure each construct.

► Validated statements from prior studies were designed to reflect the interpretation of each driver in the context of environmental friendly behaviour and eco-friendly products.

► Statement were measured utilizing a 5-point Likert scale e.g. 'from 1 representing 'strongly disagree' to 5 representing 'strongly agree'.

■ **Sampling:**

► An initial pretest was distributed online to a sample of 25 respondents to ensure that the questions were interpreted correctly.

► Afterwards, a face-to-face survey was carried out in Lagos State, Nigeria using a convenience sampling approach.

► Gen Y sample was sourced from the High Streets and busy metropolis of Lagos State.

► Gen Z sample was sourced from students at the University of Lagos (UNILAG).

■ **Number of questions per Value Driver:**

► Eco-Literacy (**8 items**); Environmental Concern (**6 items**); Green Attitude (**8 items**); Social Value (**3 items**); Receptivity to Green Advertising, (**5 items**); Purchase Intention (**4 items**).

Methodology

■ **Sample size – 416 Respondents**

		GENDER		EDUCATION				
SAMPLING STRUCTURE								
	Base	**Male**	**Female**	**None**	**Primary**	**Secondary**	**Degree**	**Post. Grad.**
Gen Y	**204**	**108**	**96**	**0**	**0**	**4**	**142**	**58**
	(49%)	53%	47%	0%	0%	2%	70%	28%
Gen Z	**212**	**102**	**110**	**0**	**0**	**10**	**194**	**8**
	(51%)	48%	52%	0%	0%	5%	92%	4%
Total	**416**	**210**	**206**	**0**	**0**	**14**	**336**	**66**

■ **Analysis**

► Analysis was executed using **SPSS** and **SMART PLS** software.

► An independent Sample T-Test was applied to compare Gen Y and Gen Z on each set of questions asked in questionnaire.

► The Structural Equation Modelling Technique was employed to determine the influence of the value drivers on receptivity to green advertising and purchase intention.

► A multi-group assessment test was utilized to contrast between Gen Y and Gen Z on the six hypotheses formulated.

Analysis and Findings

Eco-literacy (Environmental Knowledge)

Highlights

► **Gen Y indicate a higher Eco-literacy than Gen Z on all 8 measures.**

► **Both Cohorts are most knowledgeable about 'Water Pollution' and 'Air Pollution'.**

► **Both are least knowledgeable about 'World Population Explosion'.**

► **Gen Y's higher eco-literacy is most pronounced on measures from Q3 to Q8.** *The differences between the two cohorts on the 6 measures are statistically significant (p-value < 0.05).*

Measures

Q1	Water Pollution	Q5	Pollution from Pesticides
Q2	Air Pollution	Q6	Destruction of Rain Forest
Q3	Global Warming	Q7	World Population Explosion
Q4	Ozone Layer Depletion	Q8	Food contamination from environmental pollution.

Respondents were asked to rate their own knowledge about the causes of the above environment issues on a 5-point scale from 1 – "I know nothing about" to 5 – "I know a great deal about".
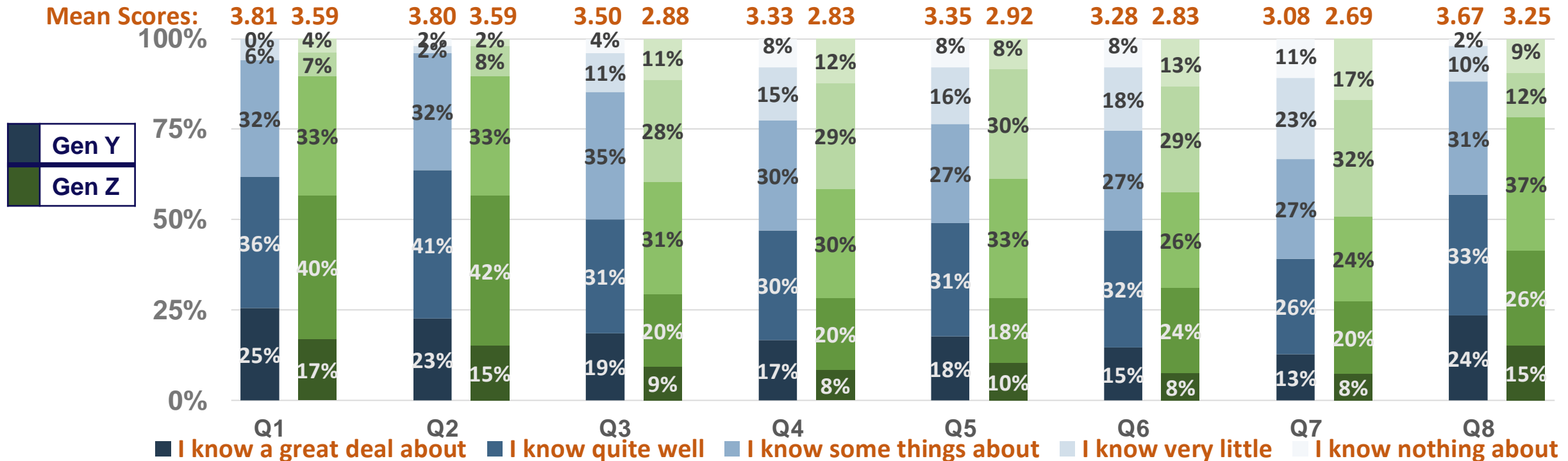
Environmental Concern

Highlights

► **Both cohorts show a high concern for the environment.**

► **Gen Y show a slightly higher concern; however, the difference is not statistically significant.**

► **Both Cohorts agree mostly on the need for active enforcement of environmental pollution laws, and the need for socio-cultural changes aimed at protecting the natural environment.**

► **1 in 3 of Gen Y and Z agree to modify their eating habits to protect the environment.**

► **The reverse worded question in Q5, underscores the pattern in the responses.**

Questions assessed on a 5-point Scale from Strongly Agree" to Strongly Disagree.		Cohort	Strongly Agree	Agree	Neither/nor	Disagree	Strongly Disagree	Mean Scores
Q1	Laws that prevent environmental pollution should be enforced more actively.	Y	62%	30%	5%	2%	1%	4.50
		Z	57%	37%	2%	0%	5%	4.41
Q2	I get worried when I think of the harm that environmental pollution causes to plant and animal life.	Y	37%	49%	9%	4%	1%	4.18
		Z	36%	49%	8%	4%	3%	4.11
Q3	I would be willing to modify my eating habits to help protect the environment.	Y	18%	45%	25%	9%	3%	3.66
		Z	14%	50%	20%	13%	3%	3.59
Q4	In Nigeria, we need major societal and cultural changes to help protect the natural environment.	Y	44%	49%	4%	1%	2%	4.32
		Z	41%	48%	6%	1%	5%	4.19
Q5	I feel this issue about environmental pollution is just overrated, it has never really upset me much.	Y	2%	7%	8%	43%	40%	1.87
		Z	2%	8%	9%	42%	40%	1.91
Q6	It genuinely bothers me that the government does not do more to help control environmental pollution.	Y	32%	54%	12%	2%	0%	4.17
		Z	37%	46%	8%	5%	4%	4.08

Legend: ■ Strongly Agree ■ Agree ■ Neither/nor ■ Disagree ■ Strongly Disagree
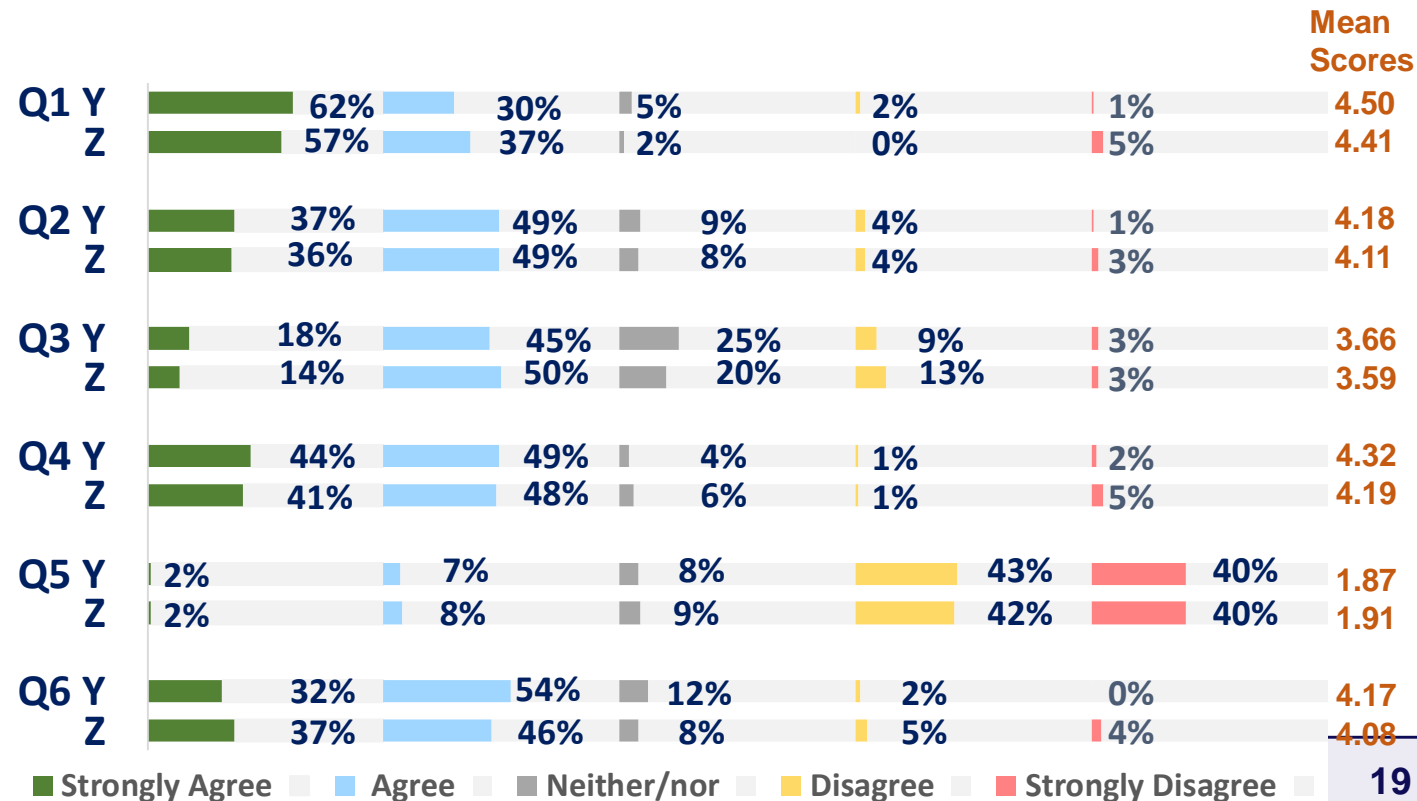
Perceived Social Value

Highlights

► **Gen Z perceives a slightly higher social value in using eco-friendly products than Gen Y.**

► **Perception of social value is driven by the positive impression from peers, friends and immediate family.**

► **More Gen Zs perceive eco-friendly products to accord social approval.**

Question assessed on a 5-point Scale from Strongly Agree" to Strongly Disagree.	
Q1	Purchasing an eco-friendly product would make a good impression of me on others.
Q2	Purchasing an eco-friendly product would improve the way I'm perceived by my family and friends.
Q3	Purchasing eco-friendly products would give me social approval.

Mean Scores

Q1 Y 21% 47% 13% 20% 0% — **3.69**
Z 16% 52% 19% 13% 0% — **3.71**

Q2 Y 12% 44% 20% 25% 0% — **3.43**
Z 17% 44% 20% 19% 0% — **3.59**

Q3 Y 11% 28% 26% 34% 0% — **3.16**
Z 11% 42% 26% 20% 0% — **3.45**

■ Strongly Agree ■ Agree ■ Neither/nor ■ Disagree ■ Strongly Disagree
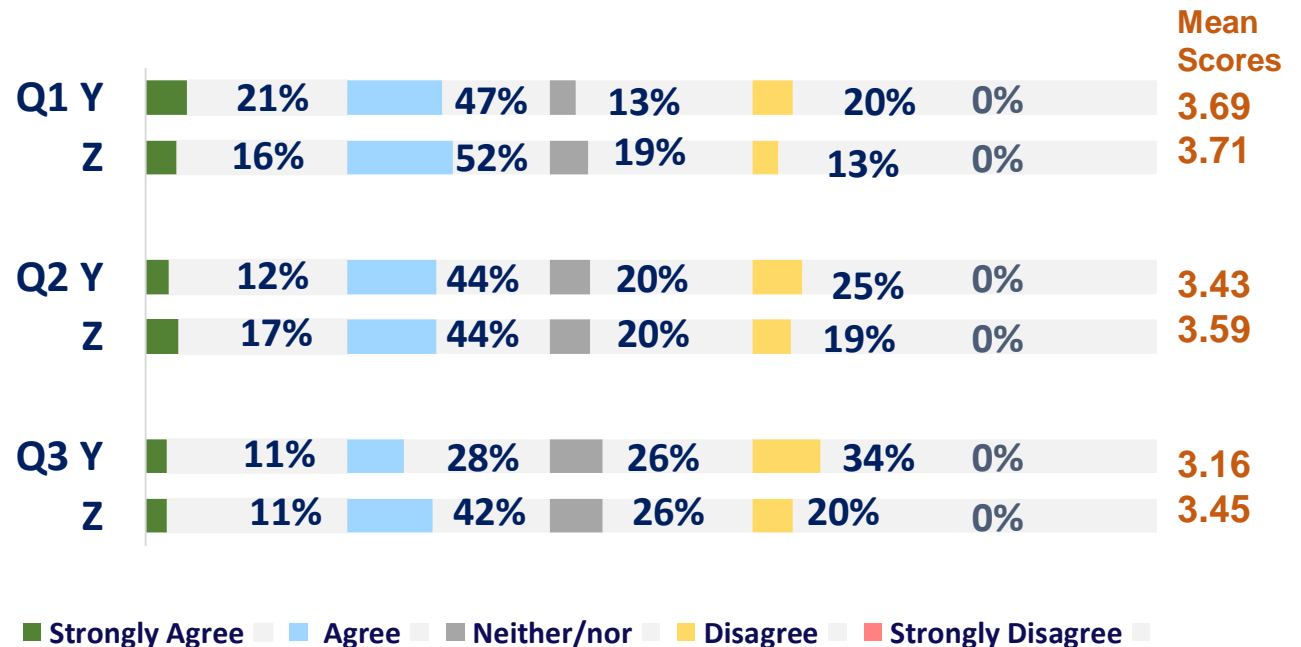
Environmental Attitude

Highlights

► **Gen Y and Z generally indicate a positive attitude towards protecting the environment.**

► **Environmental deterioration is perceived as a serious issue, and both think that eco-friendly products can help mitigate pollution.**

► **86% of Gen Y and 77% of Gen Z agree that eco-friendly products are distinct from those that are not.**

► **69% of Gen Y and 59% of Gen Z express willingness to pay a little extra for an eco-friendly product.**

► **A majority are willing to be part of a green movement, as it could give a sense of satisfaction.**

► **They however seek active government participation in promoting the availability of eco-friendly products.**
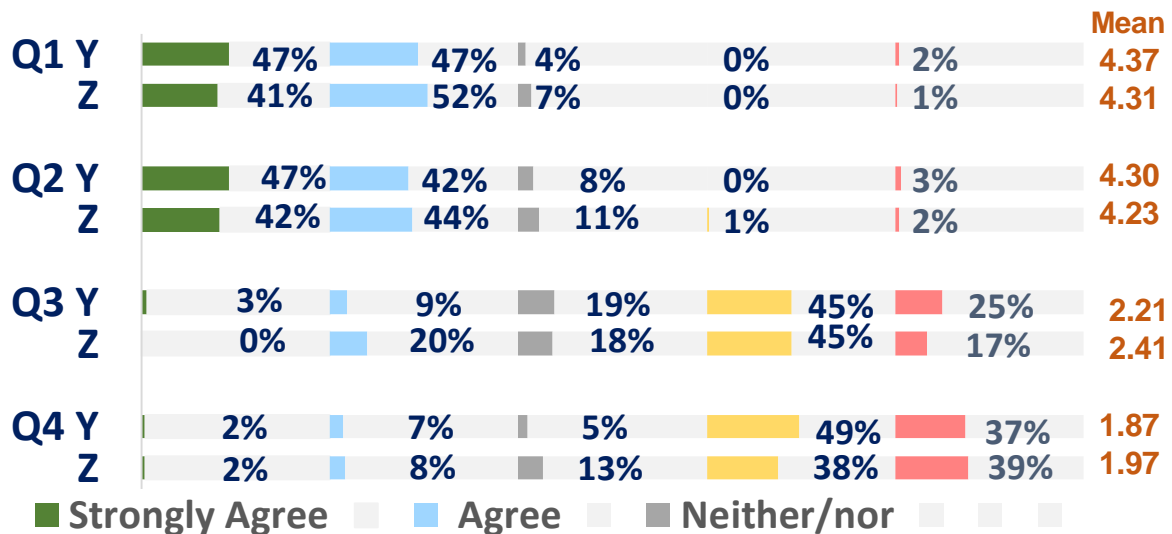
	Question assessed on a 5-point Scale from Strongly Agree" to Strongly Disagree.
Q1	Deterioration of the environment is a serious issue and needs urgent attention
Q2	Eco-friendly products can help to prevent pollution and protect the environment
Q3	Environment deterioration is bound to happen and eco-friendly products cannot help in protecting the environment
Q4	There is no difference between products that are eco-friendly and those that are not.
Q5	The Government should make more efforts to promote the manufacturing and marketing of eco-friendly products.
Q6	Using eco-friendly products can give me a sense of satisfaction.
Q7	I would like to be a part of the green movement by using eco-friendly products.
Q8	I wouldn't mind paying a slightly higher price for a product that is eco-friendly.
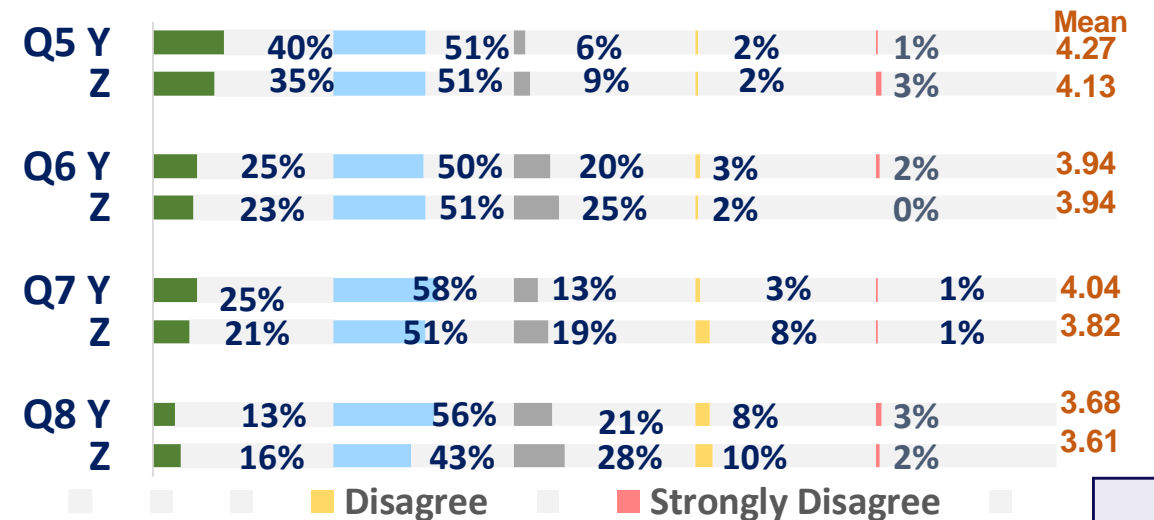
Green Advertising Receptivity

Highlights

► **Gen Y and Z express considerable uncertainties in their openness to eco-friendly advertising.**

► **Most are however willing to support brands that help to protect the environment.**

► **54% of Gen Y and 46% of Gen Z agree that eco-friendly advert messages grab their attention.**

► **The majority express willingness to purchase, and consider green advertising to be valuable for a brand,**

	Question assessed on a 5-point Scale from Strongly Agree" to Strongly Disagree.		Mean Scores
Q1	I tend to pay attention to advertising messages that talk about saving the environment.	Q1 Y: SA 32%, A 22%, N 39%, D 5%, SD 2%	3.77
		Z: SA 21%, A 25%, N 35%, D 14%, SD 5%	3.43
Q2	I am the kind of consumer who is willing to purchase a product that is marketed as 'eco-friendly'.	Q2 Y: SA 41%, A 26%, N 24%, D 6%, SD 3%	3.97
		Z: SA 29%, A 32%, N 25%, D 14%, SD 0%	3.76
Q3	For those brands that use environmental-friendly messages in their advertisements, I think they are good.	Q3 Y: SA 27%, A 27%, N 36%, D 7%, SD 2%	3.72
		Z: SA 32%, A 35%, N 26%, D 6%, SD 1%	3.92
Q4	In my opinion, green advertising is valuable for a brand.	Q4 Y: SA 32%, A 34%, N 29%, D 3%, SD 1%	3.94
		Z: SA 32%, A 31%, N 33%, D 4%, SD 0%	3.92
Q5	I support brands that support the environment.	Q5 Y: SA 52%, A 28%, N 16%, D 3%, SD 1%	4.27
		Z: SA 57%, A 23%, N 16%, D 5%, SD 0%	4.31
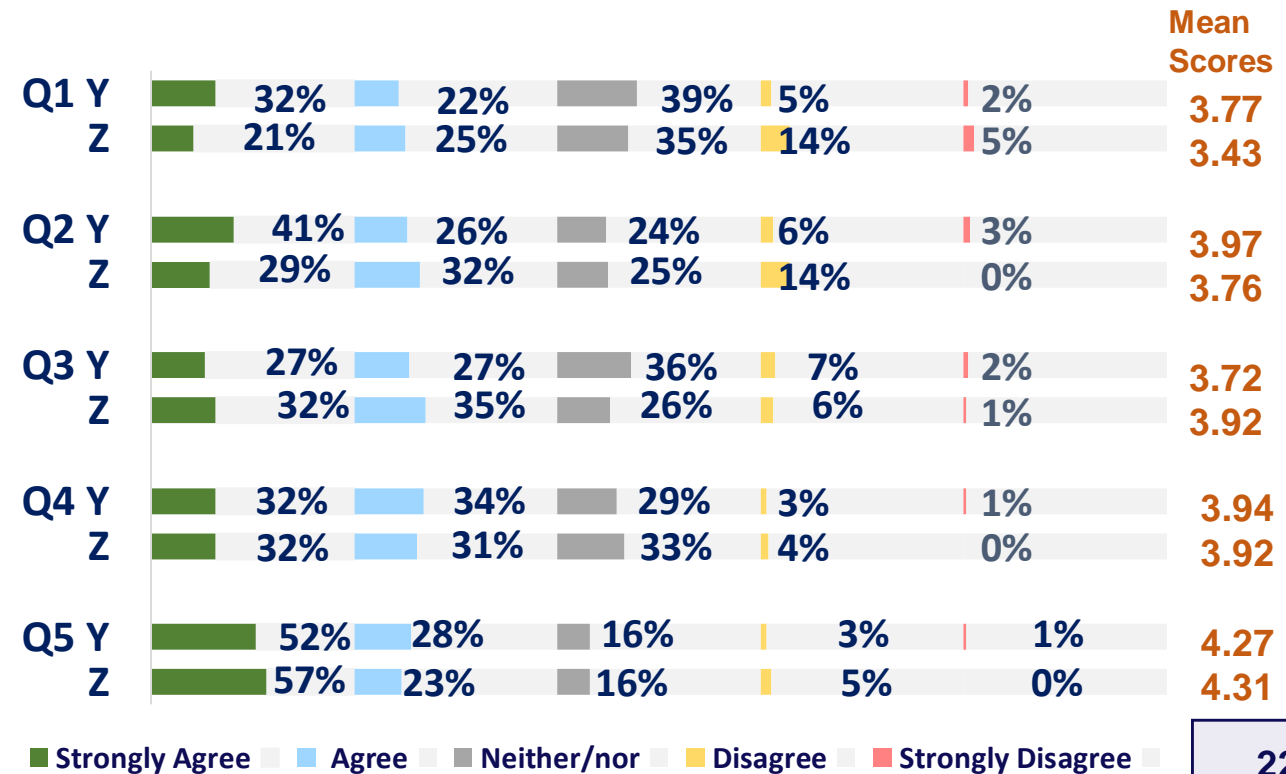
Legend: ■ Strongly Agree ■ Agree ■ Neither/nor ■ Disagree ■ Strongly Disagree

Purchase Intention

Highlights

► **Gen Y and Z express generally favourable purchase intentions, however uncertainties still exist.**

► **Intention is driven by concern and interest to protect the natural environment.**

► **Some are however apprehensive towards paying extra price.**

Question assessed on a 5-point Scale from Strongly Agree" to Strongly Disagree.			Mean Scores
Q1	I expect to purchase eco-friendly products in the future because of their environmental benefits.	Q1 Y — 33% / 51% / 14% / 2% / 0%	4.16
		Z — 21% / 54% / 23% / 3% / 0%	3.92
Q2	I intend to start buying eco-friendly products because of my concerns for the environment.	Q2 Y — 25% / 52% / 22% / 2% / 0%	3.99
		Z — 17% / 50% / 29% / 4% / 0%	3.80
Q3	I am willing to pay a little extra price for eco-friendly products to save our environment	Q3 Y — 15% / 48% / 28% / 9% / 0%	3.69
		Z — 13% / 53% / 29% / 5% / 0%	3.75
Q4	The environmental benefits) of eco-friendly products justifies its price.	Q4 Y — 19% / 47% / 25% / 10% / 0%	3.75
		Z — 20% / 52% / 22% / 7% / 0%	3.85

■ Strongly Agree   ■ Agree   ■ Neither/nor   ■ Disagree   ■ Strongly Disagree

23
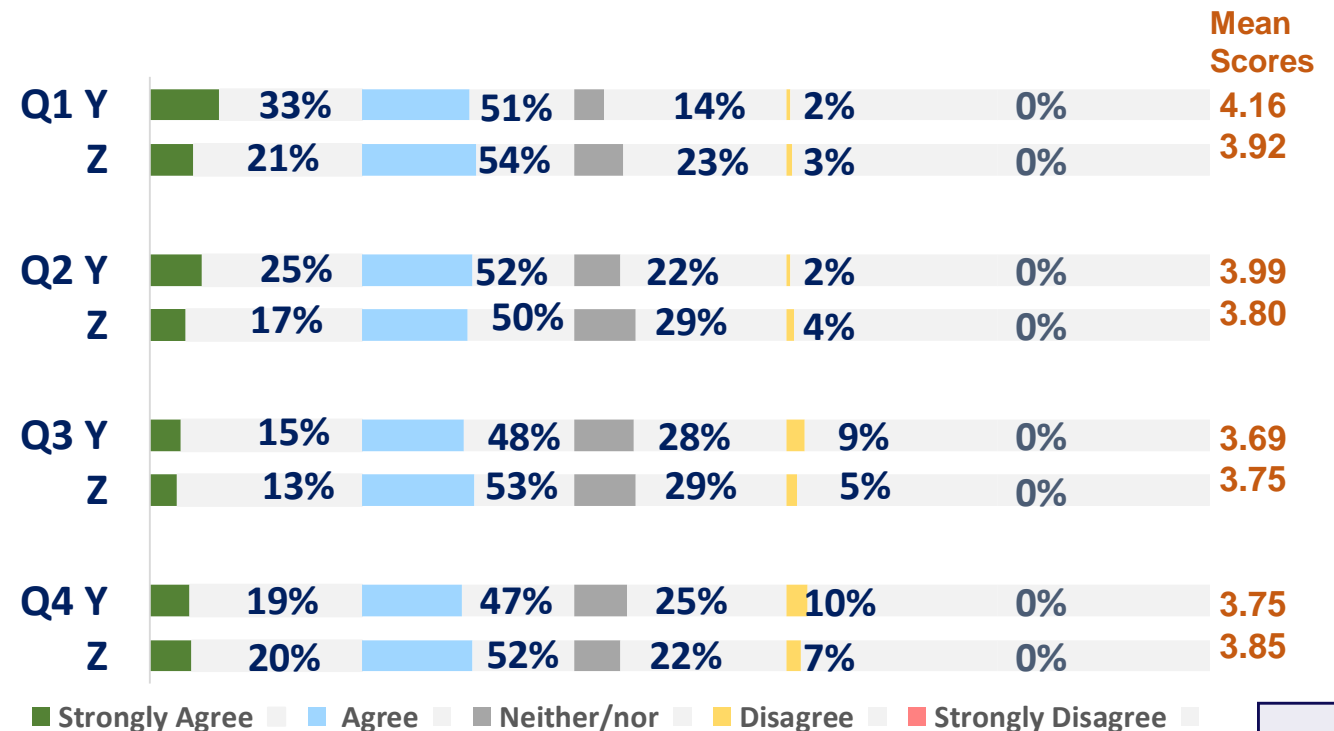
Aggregate assessment of Gen Y and Z on the Value Drivers

Gen Y vs Gen Z on Value Drivers of Environmental-Friendly Behaviour

	Gen Y	Gen Z
Eco-literacy	3.48	3.07
Environmental Concern	4.16	4.08
Perceived Social Value	3.42	3.58
Environmental Attitude	4.07	3.96
Green Advertising Receptivity	3.94	3.87
Purchase Intention	3.89	3.83
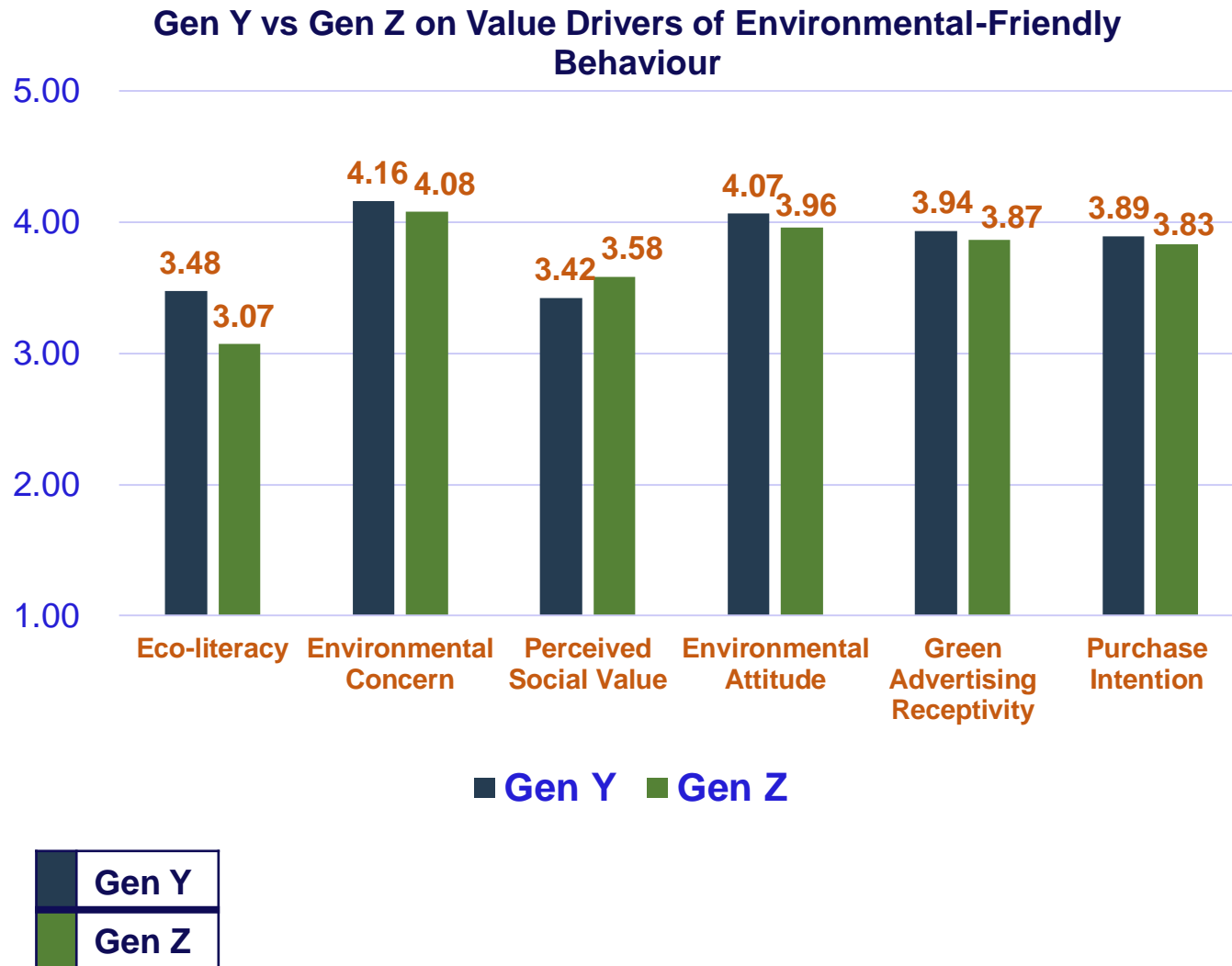
Highlights

► **Across the six parameters, both cohorts measure the least on Eco-literacy and Perceived Social Value**

► **Both also record the highest scores on environmental Concern; indicating a high interest on the need for preserving and protecting the environment.**

► **Gen Y record the least on Perceived Social Value, and Gen Z on Eco-literacy.**

► **Gen Z perceive a little more social value in being environment-friendly.**

► **While Gen Y indicate a significantly higher Eco-literacy than Gen Z.**

► **Gen Y and Z indicate favourable attitude towards protecting the environment, fairly high receptivity to green advertising and positive intentions to purchase.**

Predictive Model Assessment

❑ A Predictive model was developed to address the 2nd and 3rd objective.

❑ Exploratory Factor Analysis was applied to ensure that each set of questions is a statistically adequate representation of the corresponding behavioural driver..

❑ Preliminary tests were executed before running the model to confirm model optimality.

Preliminary Tests	Acceptance Criteria	Assessment
Sampling Adequacy : Kaiser Mayer Olkin Test	0.08 to 1.00	✓
Model Fitness : SRMR – Standard Root Mean Square Residual	0.077	✓
Common Method Bias : Harman's Single Factor Score	< 50%	✓
Test for significant inter-correlations : Bartlett's Test of Sphericity	p-value < 0.05	✓
Reliability : Cronbach Alpha	> 0.700	✓
Reliability : Composite Reliability	> 0 .700	✓
Convergent Validity : Average Variance Extracted (AVE)	> 0.500	✓
Discriminant Validity :	AVE > Inter-Item Correlations	✓
Validity : Factor Loadings (Principal Component Analysis	> 0.600	✓
Multicollinearity: Variance Inflation Factor (VIF) **As a result of collinearity, 2 questions were dropped each from the scales for 'Eco-Literacy', Environmental Concern and Environmental Attitude'**	VIF < 10	✓

Test results available in the Appendix Section.

Fig. 3: Predictive Model Output from SMART PLS.
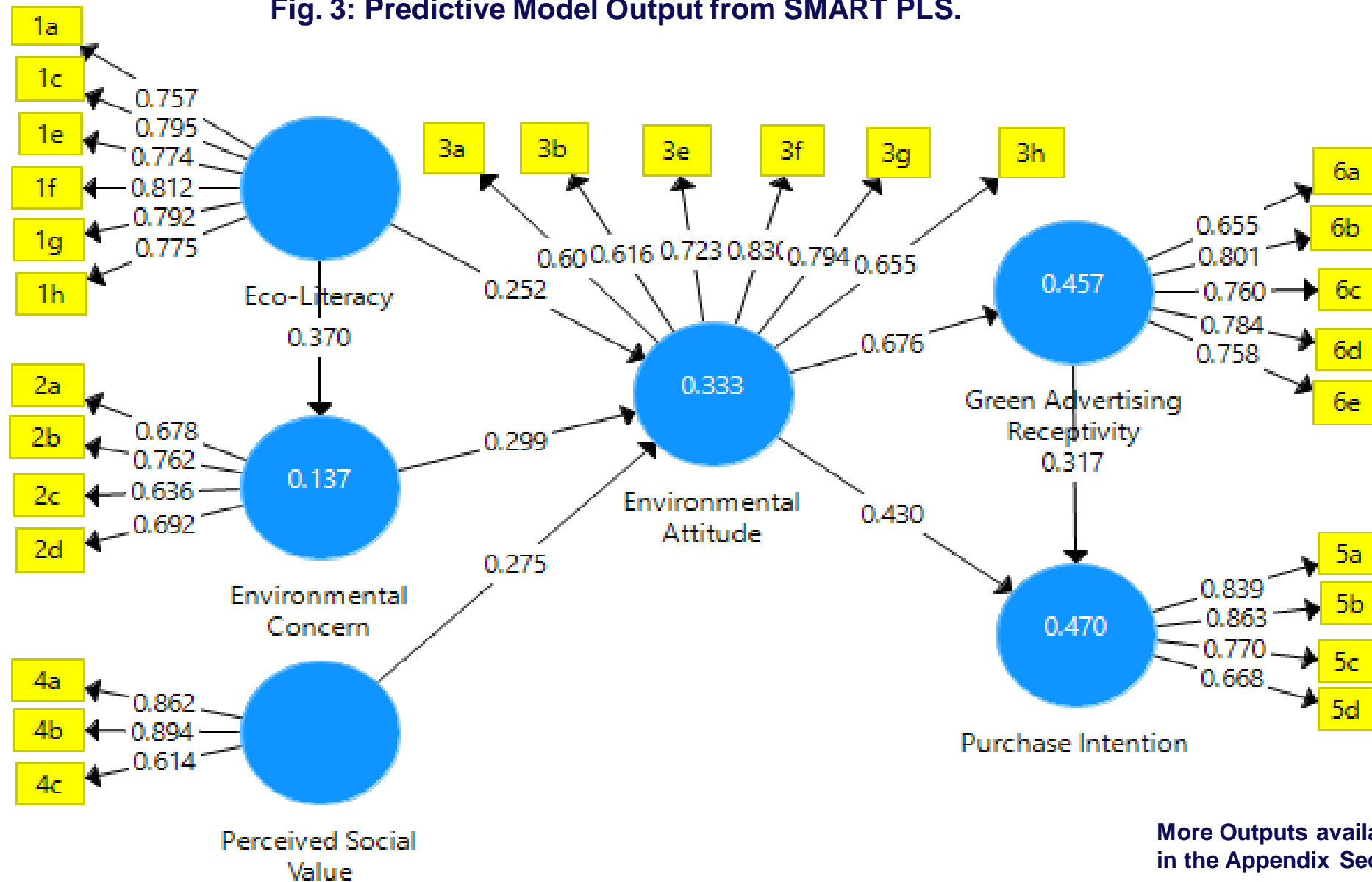
More Outputs available in the Appendix Section.

Model Interpretation

► **The Model tested provides a statistically significant evidence supporting all seven hypotheses tested.**

► **The p-values for each of Hypothesis 1 to 6 are less than 0.001, indicating strong statistically significant evidence; that each of the 6 hypothesis statements can indeed be projected to the larger population of Gen Y and Z**

► **On Hypothesis 7, no evidence was found that Gen Y and Gen Z are significantly different on the relationships depicted in Hypothesis 1 to 6.**

► **The predictive model can thus be deemed applicable to both Gen Y and Gen Z to show how value drivers influence purchase intention for eco-friendly products**

► **An additional finding is that Eco-literacy has a significant influence on Environmental concern.**

	Hypothesis statements	Acceptance Criteria	Assessment
Hypo. 1	**Eco-literacy positively influences Environmental Attitude.**	p-value < 0.05	Supported
Hypo. 2	**Environmental Concern positively influences Environmental Attitude**	p-value < 0.05	Supported
Hypo. 3	**Perceived Social Value positively influence Environmental Attitude**	p-value < 0.05	Supported
Hypo. 4	**Environmental Attitude positively influences the Receptivity to Green Advertising**	p-value < 0.05	Supported
Hypo. 5	**Environmental Attitude positively influences the Purchase Intention**	p-value < 0.05	Supported
Hypo. 6	**Receptivity to Green Advertising positively influences Purchase intention.**	p-value < 0.05	Supported
Hypo. 7	**The linear relationship hypothesized in all six relationships will not be significantly different between Gen Y and Gen Z.**	p-value < 0.05	Supported
Additional Finding	**Eco-literacy positively influences Environmental Concern**	p-value < 0.05	Supported

Key Learnings and Implications

Key Learnings: Gen Y and Z disposition towards Environmental Sustainability

Eco-Literacy

► Knowledge about environmental issues and causes is at a moderate level among Nigeria's Gen Y and Z.

► Gen Y however exhibit a higher level of Eco-literacy than Gen Z.

► The two cohorts are most aware about air and water pollution, but low on other issues

Perceived Social Value

► The social value of consuming eco-friendly products resonates moderately for both Gen Y and Z.

► Gen Z however consider eco-friendly products to evoke more positive impressions about themselves from their family and social circles.

Environmental Concern

► Gen Y and Z show high concern for the need to preserve the environment, including the plant and animal inhabitants.

► Both express concerns over the inadequacy of current government efforts to protect the environment, and would like to see the government play a more active role.

► There is a mutual reckoning on the need for societal and cultural changes to protect the environment.

► For some however, their concern for the environment may not translate into modifying their current eating habits.

Attitude towards Green Advertising

► Attitude towards eco-friendly product is generally positive for both Gen Y and Z.

► They recognize the deteriorating state of natural environment, and the need to protect it.

► They express willingness to join a social movement that encourages restoring and preserving the natural environment.

► 3 out of 4 Gen Y and Z say eco-friendly products will give them a sense of satisfaction.

Key Learnings: Gen Y and Z disposition towards Environmental Sustainability

Green Advertising Receptivity

► Some Gen Y and Gen Z show scepticism in their receptiveness towards Green Ad messages.

► However, many allude that such eco-friendly Ad messages can grab their attention, and could induce purchase.

► They also consider eco-friendly Ad messages to be valuable for a brand, and they are willing to support brands that support the environment.
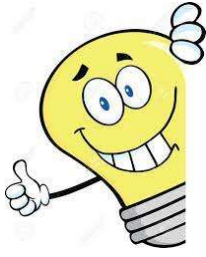
Purchase Intention

► Some scepticism is also expressed towards purchase intention.

► A higher pricing could be a concern

► However, both cohorts indicate a reckoning on why protecting the environment could call for an extra price.

► Overall, a majority show positive intentions and willingness to pay extra.

Key Learnings from the Predictive Model

► Gen Y and Gen Z share keen similarities in respect to

  ➢ The drivers of environment friendly behaviour,

  ➢ Their predisposition towards products that are eco-friendly.

► The implication herein is that Nigeria's Gen Y and Z can be targeted using similar green Ad campaign strategies.

Key Learnings and Implications for influencing Nigeria's Gen Y and Z.

Eco Literacy is crucial for targeting Nigeria's untapped Gen Y and Z markets.

✓ **Evidence from the predictive model underscores Eco-literacy as a key amplifier of other drivers like Environmental Concern and Attitude.**

> As Gen Y and Z acquire more knowledge about environmental issues and causes, they become more concerned about the environment and develop a positive attitude towards eco-friendly products.

✓ **Eco-Literacy is present but not high in either segment;**

✓ **Current levels underscore the need for carefully crafted Above The Line campaigns to raise general awareness levels and stimulate interest.**

✓ **To penetrate these segments, Ad campaigns should communicate messages that speak on environmental issues relevant to the product.**

✓ **Campaigns should highlight the eco-friendly features of the product, and how the product contributes to addressing these issues.**

Introducing the First-Ever
100% Recycled Ocean Plastic Bottle
in a Major Home Cleaning Brand

Buy One 10 Plant Ten
tentree

Key Learnings and Implications for influencing Nigeria's Gen Y and Z.

> **Gen Y and Z show keen interest in preserving the environment.**

✓ **A high concern for the environment is indicative of a favourable attitude towards eco-friendly products.**

✓ **Concern can be elevated using factual information about environmental issues in Ad campaigns.**

✓ **Factual information can reflect;**

  ► **What environmental factors are considered in sourcing raw materials.**

  ► **What measures are put in place to replenish the source of raw materials.**

  ► **How waste is mitigated during the production process.**

  ► **Whether packaging is biodegradable.**

  ► **Efforts to Reduce, Reuse and Recycle waste.**

✓ **Substantive claims about a product's environmental benefits can enhance consumers' grasp of the environmental issues at hand, and strengthen credibility of the product.**

Key Learnings and Implications for influencing Nigeria's Gen Y and Z.

Protecting the environment is presently perceived more as a moral duty, than as a means to achieve social approval.

- ✓ Gaining social approval doesn't appear as a top of the mind objective when Gen Y and Z think environmental sustainability, but they would be encouraged if their efforts are recognized by family and friends.

- ✓ Gen Z are a little more optimistic about deriving social approval and positive impressions from family and social circle.

Family and social circle can be instrumental to inspiring a positive attitude towards eco-friendliness

- ✓ Gen Y and Z appreciate social responsibility, embrace interconnectivity, and are motivated by collaboration.

- ✓ Experiential marketing campaign can be deployed to connect with and promote common environmental goals with the Gen Y and Z audience.

- ✓ Experiential campaigns should convey *the* need for collective action in preserving the environment, while also emphasizing the need for individual roles.

To commemorate the World Environmental Day, Coca-Cola collaborated with stakeholders and the community to clean up the Elegushi Beach in Lagos, Nigeria.
(SOURCE: Business Day, 2022)

Key Learnings and Implications for influencing Nigeria's Gen Y and Z.
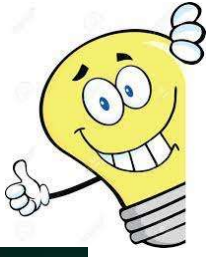
> **Gen Y and Z exhibit a favourable attitude to embrace products or measures that help to protect the natural environmental.**

- ✓ A positive attitude encourages higher receptivity eco-friendly Adverts and positive intentions to purchase.

- ✓ Gen Y and Z subscribe to the idea of products being eco-friendly

- ✓ They acknowledge that such eco-friendly products can help to mitigate pollution in the environment

- ✓ These cohorts are also open to joining a social movement, and adopting efforts to help to protect the environment.

- ✓ Ad Campaigns should be designed to reinforce attitude by promoting the eco-friendly features of a product and how these help to mitigate pollution.

> **Pricing is a concern.**

- ✓ Pricing is a concern, however both cohorts recognize that a product which helps to protect the environment could come at a higher price tag.

0% Waste*
100% Way to go

*We are working on a new bottle that is totally biodegradable and made from wood fiber. Probably the way to go.

Key Learnings and Implications for influencing Nigeria's Gen Y and Z.
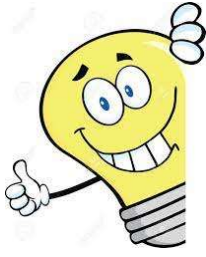
> **Nigeria's Gen Y and Z are moderately receptive to eco-friendly Ads.**

✓ Notwithstanding the fragment of skepticism expressed by some Gen Y and Z, both cohorts indicate a moderate appeal for eco-friendly Ads.

✓ Moderate appeal is driven by a perception of added value and credibility that an eco-friendly Advert would confer on the product.

✓ Factual information in Ad Campaigns can be utilized in a creative context to stimulate and enhance receptivity.

✓ As an example, factual information can be applied to generate negative motivation appeal, such as problem avoidance or problem removal to emphasize the undesirable consequences of polluting the environment.

✓ Factual information can also be used in Below The Line campaigns, channelled via social and electronic media to elevate concern and drive empathy within both segments.

WHAT GOES IN THE OCEAN GOES IN YOU.

RECENT STUDIES ESTIMATE THAT FISH OFF THE WEST COAST INGEST OVER 12,000 TONS OF PLASTIC A YEAR. FIND OUT HOW YOU CAN HELP TURN THE TIDE ON PLASTIC POLLUTION AT WWW.SURFRIDER.ORG/RAP

SURFRIDER FOUNDATION · RISE ABOVE PLASTICS

THIS IS TRASH.

A new VaporMax made with at least 50% recycled content by weight.

Caveat ⚠️
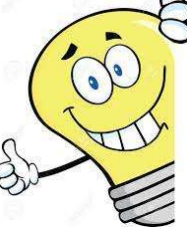
🔓 Avoid Greenwashing.

✓ Green washing implies conveying false or misleading information about a product or brand being eco-friendly, when indeed it may not be so.

✓ Gen Y and Z appreciate sincere corporate social behaviour and tend to build lasting relationships with brands that they share a social cause with.

✓ Greenwashing, if and when detected; could severe customer relationship and corporate credibility.

✓ It is important to disclose all necessary information to support eco-friendly claims and performance.

✓ Relevant information can be made available on product packaging, promotional materials, social media accounts, etc.

✓ To reinforce trust and credibility, brands should seek environmental certifications and ratings.

✓ Improvements on these ratings should also be regularly communicated to consumers.

Key Learnings and Implications for Government Environmental Agencies .

> **Gen Y and Z want to see the Nigerian government play a more active role in reducing pollution and promoting eco-friendly products.**

✓ The moderate level of Eco-literacy level among Gen Y and Z emphasizes the need for government-led socially-oriented campaigns to raise awareness on the benefits of reducing environmental pollution.

✓ Such campaigns can be targeted at Schools, Universities, Social Clubs, NGOs, etc.

✓ An example could be an outdoor educational programme that encourages direct contact with nature; helping to elevate concern and increase collective action

✓ The government can also utilize public platforms to publicize the positive image of eco-friendly products, emphasizing both environmental and personal benefits.

✓ A government-led campaign aimed at promoting eco-friendly products should convey:

  ► The originality of an eco-friendly product, and how it differs from other regular, non-eco-friendly products.

  ► The functional attributes of eco-friendly products and how these contribute to a healthier wellbeing and coexistence with nature.

An NGO, Youth for Environmental Sustainability and Development (YESD) launched a campaign to raise awareness of the destructive Tin mining activities and environmental health hazards associated with the abandoned mining pits in Jos, Plateau State. Nigeria.
(SOURCE: Vanguard 2022)

Key Learnings and Implications for the Nigerian Government and its Agencies. .

Encourage and Promote the availability of eco-friendly products.

More attention should be paid to the manufacturing sector. The National Environmental Standards and Regulations Enforcement Agency (NESREA) is the body responsible for enforcement and compliance to environmental Laws and Regulations in Nigeria.

To promote availability, awareness, and further mitigate environmental deterioration, NESREA can;

✓ Encourage industry players to adapt downstream and upstream operations in line with the Sustainable Manufacturing Toolkit of the Organization for Economic Corporation and Development (OECD, 2011).

✓ Introduce environmental certifications that are localized to the Nigerian context.

✓ Improve access to globally recognized eco-label certifications for proven eco-friendly products.

   ✓ Certified products can serve as a reference point for consumers.

✓ Advocate for subsidies and tax incentives for manufacturers to meet high environmental standards for their processes and final products.

✓ In conclusion, an active role by the government can help to allay doubts about eco-friendly products, foster trust and credibility, and promote collective action in protecting the environment

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