



EFFECT OF GREEN PRODUCT AND GREEN PRICE ON CUSTOMER'S COMMITMENT IN JOS SOUTH LOCAL GOVERNMENT AREA OF PLATEAU STATE

Vivian Nkeiruka Wannang^{1,*}, Omobolanle Omofolasaye Adegoke²

¹Plateau State Polytechnic Barkin Ladi, Department of Office Technology and Management

²Afe Babalola University Ado Ekiti, Department of Business Administration

***Corresponding author:** vivian2017wannang@gmail.com; +2347039420212; ORCID: 0009-0004-4654-3876

DOI: <https://doi.org/10.67862/jmres.2026.7frqxujf>

Keywords:

Green-Product, Green-Price, Green-Marketing, Customer-Commitment, PLS-SEM

Article History:

Received: 20 July 2026

Revised: 1 September 2026

Accepted: 1 September 2026

Published: 27 September 2026

Article Info:

Homepage:

<https://jmres.org.ng>

Volume: 1, No. 1, 2026

Pages: 138-152

ABSTRACT

The growing environmental challenges facing Nigeria and the global community have heightened the need for sustainable consumption patterns. Consequently, businesses are under increasing pressure to adopt environmentally responsible practices and offer eco-friendly products, reflecting a shift toward sustainable consumer behaviour. Green marketing has emerged as a key strategic tool for organizations to appeal to environmentally conscious consumers and gain competitive advantage. However, several factors hinder the effectiveness of marketing in driving sustainable outcomes. Among the critical elements of the green marketing mix, green product and green price are considered to significantly influence consumer responses. The objective of this study was to examine the effect of green product and green price on customer commitment. A survey design was adopted and 212 copies of questionnaire were used for analysis. Data were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM). The findings revealed that both green product and green price had positive and significant effects on customer commitment. This implied that green product and green price are important predictors of customer commitment. The study concluded that green product and pricing significantly enhance customer commitment. It is therefore recommended that small and medium enterprises should integrate eco-friendly materials, biodegradable packaging, and energy-saving processes into product design, while ensuring that prices reflected the environmental value of the products.

Introduction

The global marketplace is witnessing a major shift in customer behavior, driven by growing increased concerns about environmental deterioration, climate related concerns, pollution and unsustainable consumption patterns. In the domain of sustainability evidence shows an increasing interest by customers in sustainable products and services (Elhously & Jang, 2023). This shift has contributed significantly to

the emergence of green marketing as an important strategic approach through which businesses attempt to satisfy environmentally conscious consumers while simultaneously improving corporate reputation and long term competitiveness. Accross Africa, environmental degradation has become a major concern due to rapid urbanization, industrialization, and population growth challenges such as waste accumulation, deforestation water pollution, and climate change are increasingly affecting both urban and rural communities (United Nations, Environmental Program, 2023). Recently, the environmental challenges facing Nigeria and the global community has heightened the need for sustainable consumption pattern and because of the happenings, businesses are under pressure to adopt environmentally responsible practices and offer eco-friendly products reflecting a shift towards sustainable product behavior (Damian-Okoro, 2025).

Green marketing has emerged as a key strategy for companies to appeal to environmentally conscious consumers to gain a competitive edge. Many factors may be responsible for hindering the impact and ability of Marketing Mix to act maximally. Some critical factors among others that may significantly influence marketing mix are green product and green price. However, in some selected firms in Jos South Local Government Area of Plateau State the need for sustainable practices is particularly pressing, given the country's environmental challenges, such as deforestation, pollution and waste management issues.

Green marketing generally refered to organizational activities divided toward the development, promotion, pricing and distribution of environmentally friendly products and services. Green marketing mix is a strategy approach that includes modifying marketing components to emphasize environmental benefits, encouraging eco-conscious consumer behavior and long-term brand loyalty (Rahma & Saima, 2023). Green Marketing mix referred to techniques that help companies meet consumer needs while maintaining environmentally sustainability, highlighting the focus of companies on producing biodegradable and no-harmful products, employing green packaging, optimizing energy use, and engaging in manufacturing practices that are aware of their environmental consequences (Kotler, 2011). Green Marketing adopts environmentally eco-friendly elements in the marketing mix.

The elements targets to affect consumers' behavior by offering products that are sustainable ethically sourced and marketed in ways that reflect environmental responsibility (Chi, 2023). Shabbir et al. (2020) observed that green marketing practices such as eco-labeling, green packaging and environmentally conscious branding significantly shaped consumers' environment beliefs and behavioural intentions. Similarly, Kewakuma et al. (2021) reported that effective green market approach contributed positively to customers' loyalty and behavioural attitude by strengthening brand image and customer perception.

Good marketing relies on customer commitment, Islam and Alharthi, (2021) defined customer commitment as customer emotional and psychological attachment to a brand or companies that relies on their values. Studies have shown that customers are more likely to remain loyal to brands that demonstrates authenticity and commitment to environmental sustainability. Green marketing has several benefits including enhanced brand image and reputation, increased loyalty and retention, competitive advantage and differentiation, cost savings through sustainable practice etc.

Chukwu and Ihejinka (2024) stated that green product served as tools for businesses to express their environmental commitment, by improving their image while aligning with eco-conscious consumer expectation. A good product refers to a good service that is developed, produced, used and disposed of in a way that minimizes on the environment while meeting consumers' needs. Raham and Saima (2023) stated

that green pricing refers to the pricing of product that accounts for the environmental cost of raw materials, sustainable processes, and waste management in order to promote eco-conscious consumption.

The effect of green product and green price on customer commitment in Jos South Local Government Area is an important context for studying green marketing practices and is particularly pressing, given the country's environmental challenges such as deforestation, pollution, and waste management issues. Jos South Local Governmental Area of Plateau State in Nigeria with its rich natural resources and biodiversity is an important context. It is against this backdrop that this study investigated the effect of green product and green price on customer commitment in Jos South Local Government Area of Plateau State.

II. Theoretical Review

Theory Planned Behaviour (TPB)

This study adopted the theory of planned Behaviour (TPB). The theory of Planned behavior is an extension of the Theory of Reasoned Action (TRA), which is considered one of the most important conceptual frameworks that explained human behavior. The theory stated that an individual's behavior is influenced by their intention to perform a particular goal or behavior. This intention is dependent on attitude towards the goal and subjective norm (Fishbein & Ajzen, 1975).

Attitude towards the goal is either positive or negative about performing the target goal and subjective norm is based on the person's perception of what is important to them. Thus, an individual is more inclined to perform a behavior when they have a positive feeling about it and consider that important others think they should do so. However, behavior are not always easily performed, and individuals often have only incomplete volitional control over a behaviour (Ajzen, 1991).

The theory is relevant and applicable to this study as it helps to shape the behavior of consumers to have the positive attitude and perception to be committed and to be environmentally friendly through the promotion of or purchase of green related product. One major flaw of this theory is that individuals' behavior can easily be influenced and changed by many intervening events, which can lead to changes in their attitudes, subjective norms, and perceived behaviours.

III. Empirical Review and Hypotheses Development

Green Product and Customer Commitment

Green products are generally designed to minimize environmental harm throughout production, usage and disposal stages. Products, which are capable of being recycled and possess healthy disposal are often termed as green products. Sdrolia and Zarotiad (2019) opined that green product are products that do not harm nature, do not destroy natural resources, and are easily recycled. Green products are goods or things that consumers buy consciously for environmental sustainability and a better standard of living.

Green product serves as tools for businesses to express their environmental commitment, improving their image while aligning with eco-conscious consumer expectations. Wasaya et al. (2021) similarly observed that environmentally conscious consumers were more likely to express higher purchase intentions towards products perceived as environmentally responsible and high in quality. For instance, Nguyen et al. (2025) confirmed that there is significant influence of green consumer-based brand equity dimensions on consumer

commitment but also enriches the green marketing and consumer behaviour. Consequently, a study by Aliyari (2025) found that green product has a significant effect on consumer green purchase intention. In a similar vein, Creignou and Nuangjamnong (2022) and Suhaily and Darmoyo (2019), also found green product quality to significantly impact on customer happiness. Thus, in this study, the following hypothesis would be tested:

H₀₁: Green Product has a significant positive effect on customer commitment in Jos South LGA of Plateau State

Green Price and Customer Commitment

Price is the cost paid by the customer to obtain a particular product or service. This includes the cost of producing it in an eco-friendly or sustainable way. Green price is the pricing strategy for environmentally friendly products or services that reflects their ecological value, sustainable production costs, and consumers' willingness to pay a premium for environmental responsibility. Studies have established that there is a positive correlation between green price and customer commitment. A study by Duke and Ateibueri (2022) who examined the relationship between green pricing and customer patronage. The result revealed a strong and significant relationship between green pricing and customer patronage of restaurant. The study concluded that fast food restaurants need to adopt green pricing techniques because environmental problems can be solved by going green.

Mehmood and Bhaumik (2023) showed that green price had a positive and significant association. In the case of the study conducted by Mahmoud (2018) of all universities in Khartoum state found that there is significant relationship between green price and consumer's purchase intention. Other studies like Ulumeh et al. (2024) and Anucha, Grant and Okechukwu (2023) revealed there is significant positive relationship between price premium and consumers' cognitive attitude towards sustainable consumption. Therefore, this study formulated the hypotheses as:

H₀₂: Green Price has a significant positive effect on customer commitment in Jos South LGA of Plateau State.

Based on empirical review, there are no study found in Jos South LGA, that has carried out or conducted the effect of green product and price on customer commitment. This study filled the gap.

IV. Methodology

This study adopted the quantitative survey research design method and aligning with the positivist philosophical paradigm, that advocated quantitative testing of the research hypotheses (Ngha et al., 2021).

Population and Sample

The population of this study consists of customers/consumers in Jos South Local Government Area of Plateau State who use cosmetics products that are eco-friendly. The population of this study is unknown; thus, an unknown sample size determination formula was applied. The sample size of this study was determined by using the formula is given as:

$$n = \frac{z^2[p * q]}{d^2}$$

Where:

n = Sample size required

p = proportion of 0.5

q = proportion of 0.5

d = (0.05) i.e. allowable error

$$\text{Thus } n = \frac{1.96*1.96[0.5*0.5]}{0.05*0.05}$$

$$= 384.16$$

$\therefore n = 384$ (rounded).

Variable Development and Measurement

The variables in this study; green product, green price and customers commitment were developed and measured and modified using the Five-point-Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questions were modified from previous studies like Duke and Ateibueri (2022), Nguyen et al. (2025) and Mehmood and Bhaumik (2023).

Common method bias.

Common method Bias was tested in this study by adopting the Kock (2015) method. The VIF values for the latent constructs in the model ranged from 1.827 to 3.266, falling safely below the recommended conservative threshold of 3.3 as displayed in Table 5.

V. Data Analysis and Results

Descriptive Statistics

A total of 384 copies of questionnaires were distributed online but only 212 copies questionnaires were return and used for analysis, giving a response rate of 55.21%. The remaining 44.79% were not filled and some had missing values above 20% were also remove from the data set. The distribution of the questionnaire online could result selection bias.

The descriptive statistics showed that 60.8% are male, while 39.2% are female; most of the respondents, 41.5% are between 20-29 years, majority of the respondent are married, who are HND/B.Sc holders, mostly civil servants, whose income are on the average 50,000-100,000, they sometimes buy environmental friendly products. The respondents agreed that they are green loyalist, who are willing to pay more for green products but not a higher price for none green product and price, but they support better quality assurance.

The structural equation modelling approach (SEM) was used to estimate effect of green product and green price on customer commitment. The Structural equation modelling applied the measurement and structural models (Rahi et al., 2018).

Measurement model

In the measurement model, the following statistical indices were tested in order to achieve validity and reliability of the variables: high factor loading (0.5 and above), the Cronbach alpha ($\alpha > 0.7$) and composite reliability (CR > 0.7) Rahi et al. (2019). Table 1 presented the result of the measurement indices.

Table 1

Measurement model

Variables	Code	Loadings	CR	AVE	CA
Consumer Commitment	CC1	0.803	0.931	0.628	0.915
	CC2	0.758			
	CC3	0.793			
	CC4	0.798			
	CC5	0.812			
	CC6	0.791			
	CC7	0.805			
	CC8	0.780			
Green Product	GP1	0.818	0.934	0.669	0.917
	GP2	0.862			
	GP3	0.844			
	GP4	0.814			
	GP5	0.827			
	GP6	0.799			
	GP7	0.760			
Green Price	GPR1	0.779	0.911	0.595	0.886
	GPR2	0.832			
	GPR3	0.808			
	GPR4	0.772			
	GPR5	0.756			
	GPR6	0.730			
	GPR7	0.717			

Source: Researcher's computation (2026)

The measurement model results were achieved and therefore, certified adequate for further analyses. structural model.

Table 2

Heterotrait-monotrait ratio (HTMT)

	CC	GP	GPR
CC			
GP	0.839		

	CC	GP	GPR
GPR	0.831	0.866	

Source: Researcher's computation (2026)

The Heterotrait-Monotrait ratio technique (HTMT) was utilised to determine the discriminant validity of the variables. The results demonstrated excellent discriminant validity, as the indicator of the construct was below 0.90, indicating that the constructs have achieved discriminant validity as displayed in Table 2. This result was confirmed by the outcome of the cross-loading presented in Table 3

Table 3
Cross Loadings

Code	CC	GP	GPR
CC1	0.803	0.635	0.653
CC2	0.758	0.594	0.663
CC3	0.793	0.596	0.626
CC4	0.798	0.613	0.543
CC5	0.812	0.626	0.608
CC6	0.791	0.611	0.509
CC7	0.805	0.654	0.602
CC8	0.780	0.576	0.573
GP1	0.570	0.818	0.635
GP2	0.628	0.862	0.603
GP3	0.619	0.844	0.599
GP4	0.691	0.814	0.599
GP5	0.585	0.827	0.636
GP6	0.639	0.799	0.705
GP7	0.674	0.760	0.671
GPR1	0.534	0.595	0.779
GPR2	0.597	0.578	0.832
GPR3	0.578	0.603	0.808
GPR4	0.601	0.692	0.772
GPR5	0.547	0.602	0.756
GPR6	0.534	0.559	0.730
GPR7	0.661	0.590	0.717

Source: Researcher's computation (2026)

The cross loadings method was applied to test if there is discriminant validity. From the result, the values of CC1-CC8 are greater than the values across, the GP1-GP7 values are greater than than CC values and

GPR. Furthermore, the values of GPR1-GPR7 are greater than CC and GP values. Thus, establishing a discriminant validity as displayed in Table 3

Structural model assessment

The outcomes of the hypothesis testing are displayed in Table 4.

Table 4

Hypotheses testing

Relationship	Path Coefficient	STDEV	T-Statistics	Significance	Decision
GP -> CC	0.471	0.131	3.600	0.000	Supported
GPR -> CC	0.386	0.129	3.006	0.003	Supported

Note: STDEV – Standard Deviation.

Source: Researcher's computation (2026)

In this study, SmartPLS version 4.1.1.8, with bootstrapping of 5000 procedure, the structural model estimation revealed that green product positively affect customer commitment, with a significance level of $p < 0.05$ and a t-statistic of 3.600. Consequently, Green Price has a positive effect on customer commitment, as evidenced by the statistical analysis. The coefficient for green price is 0.386, with a significance level of $p < 0.05$ and a t-statistic of 3.006.

The statistical indices of the structural model were evaluated.

Table 5

Model Evaluation

Variables	Code	VIF	R ²	F ²	Q ²	SRMR
Consumer Commitment	CC1		0.657		0.620	0.079
	CC2					
	CC3					
	CC4					
	CC5					
	CC6					
	CC7					
	CC8					
Green Product	GP1	2.668		0.250		
	GP2	3.100				
	GP3	3.266				
	GP4	2.435				
	GP5	2.893				
	GP6	2.525				
	GP7	1.939				
Green Price	GPR1	2.256		0.168		
	GPR2	3.213				
	GPR3	2.583				

Variables	Code	VIF	R^2	F^2	Q^2	SRMR
	GPR4	2.585				
	GPR5	2.183				
	GPR6	1.827				
	GPR7	1.862				

Source: Researcher's computation (2026)

The results of the VIF, coefficient of determination (R^2), effect size (f^2), predictive capacity (Q^2) and SRMR are displayed on Table 5. The results demonstrated there is no multicollinearity given that the VIF values are lower than 5. The result also showed that the customer commitment is influenced by green product and green price, as evidenced by a substantial variation in R^2 of 65.7%. Conversely, the causal relationship is assessed separately using effect size analysis f^2 . The results showed that green product has a medium effect size of 0.250 to customer commitment, while green price has a small effect size on customer commitment with a value of 0.168.

The predictive relevance of the model was assessed by blindfolding method (Q^2) (Rahi et al., 2021). The result showed that the model has predictive relevance given that of Q^2 is greater than 0. The SRMR value revealed that the model is a good fit.

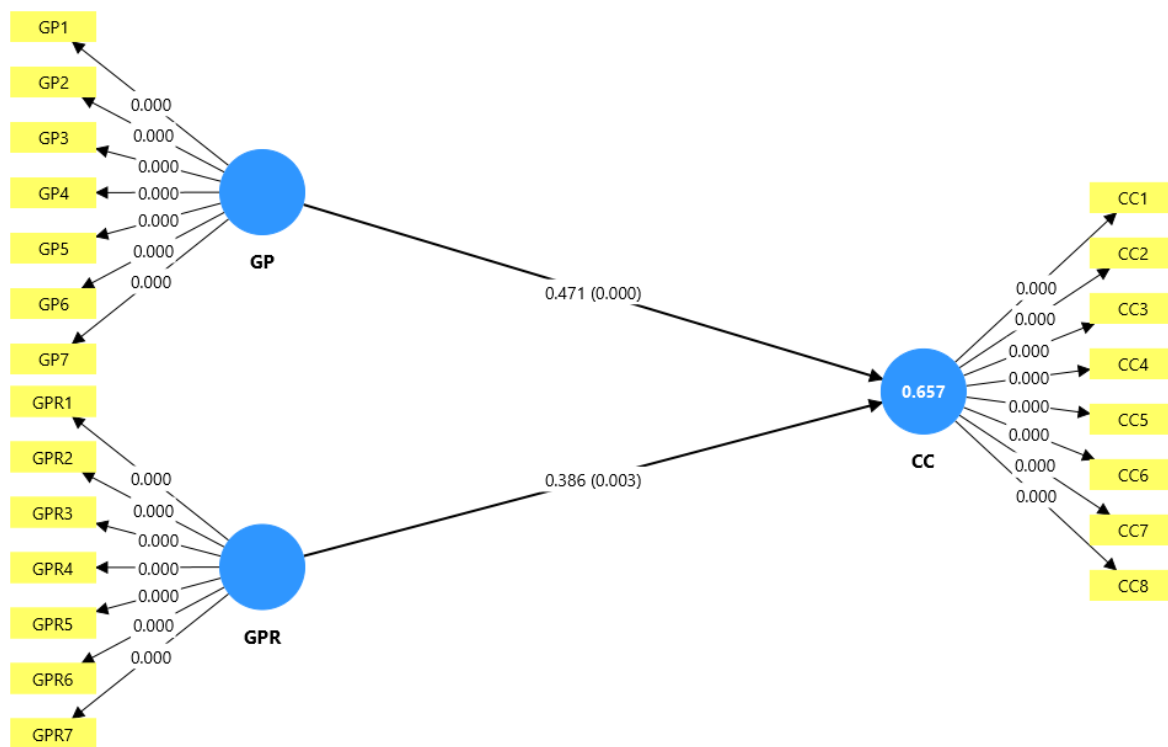


Figure 1
Structure Model

Source: Researcher's computation (2026)

VI. Discussion of Findings

Green Product and Customer Commitment

From the test of the relationship between green product and customer commitment, it was found that there is a significant effect of green product on customer commitment. The result was found to be consistent with the studies of Nguyen et al. (2025) whose findings confirm the significant influence of green consumer-based brand equity dimensions on consumer commitment. Aliyari (2025) found that green product has a significant effect on consumer green purchase intention. Suhaily & Darmoyo (2019) showed that green product has direct influence to purchase decisions and Mahmoud et al. (2018) found a significant positive relationship between green product and consumer's purchase intentions.

The result of this study supported the green consumer behaviour theory showing that consumers that are environmentally aware, prefer products that are recyclable, biodegradable, or products made from natural materials are able to meet consumers' ecological values and reduce perceived environmental harm, enhances emotional satisfaction and strengthens brand commitment.

The implication is that green product serves as tools for businesses to express their environmental commitment, improving their image while aligning with eco-conscious consumer expectations. This means that environmentally conscious consumers are more likely to express purchase intentions towards products perceived as environmentally responsible and high in quality. Thus, implementing environmental related policy would be easy by the government which will in turn preserve the eco-system hence, achieving green economy.

Green Price and Customer Commitment

Having test the relationship between green price and customer commitment, it was found that the relationship is positive and significant. The result of this study showed a significant consistency with previous studies like Duke and Ateibueri (2022) who revealed a strong and significant relationship between green pricing and customer patronage of restaurant. Mehmood and Bhaumik (2023) showed that green price had a positive and significant association. Mahmoud (2018) found that there is significant relationship between green price and consumer's purchase intention. Ulumeh et al (2024) concluded that green price has a significant effect of purchase intention. Finally, Anucha et al (2023) revealed there is significant positive relationship between price premium and consumers' cognitive attitude towards sustainable consumption.

The theory of green consumer behaviour is supported based on the result of this study. It revealed that consumers that are environmentally aware, prefer products that are recyclable, biodegradable, or products made from natural materials would not mind pay more in price just to see that ecological values are achieved.

The implication of this result is that government can maintain environmental green policy through green tax policy which are imposed on price of products that promote green sustainable policy. Pricing strategy

for environmentally friendly products or services reflects ecological value, sustainable production costs, and consumers' willingness to pay a premium for environmental responsibility. It often includes internalizing environmental costs.

VII. Conclusion

This study examined the effect of green product and green price on customer commitment of eco-friendly products in Jos South Local Government Area of Plateau State, with a focus of green product and green price on the customer commitment. This study was conducted based on the prevailing promotion of green economy and environmentally friendly policy in Nigeria. The empirical result demonstrated that green product and price accounted for a significant effect in customer commitment.

VIII. Recommendations

Thus, the study recommended that SMEs should integrate eco-friendly materials, biodegradable packaging, and energy-saving processes into product design. Since green product significantly drives commitment, branding products as sustainable will increase customer loyalty and repeat purchase. Also, Price should reflect the environmental value, not just cost. They should communicate the benefits because it is organic/chemical-free. Customers will commit if they perceive price fairness.

IX. Limitations and Future Studies

This study is based on Jos South; thus, findings, conclusion and recommendations are specific to Jos South. They are not applicable to locations outside Jos South. Again, the questionnaire distributed online may be limited to selection bias and the response rate used for analysis could have given a different outcome if the response rate was 70% and above. Future studies should consider applying mediating effect in related study. This is because, the empirical review in this study for green product and price were found to be positive and significantly consistent.

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