



Effect of Sustainable Marketing Strategies on Consumption of Beer Brands in Anambra State

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Abstract: This study examined the effect of sustainable marketing strategies on the consumption of beer brands in Anambra State. The study used a positivistic paradigm and survey research design. The study's sample was Anambra State beer brand, consumers. Using Cochran's formula, a sample size of 384 branded beer consumers in Anambra State was determined. Data were collected using a structured questionnaire and analysed using regression analysis to test the hypothesis at the 0.05 level of significance. The results of this study reveal that sustainable products, followed by sustainable price, sustainable distribution and sustainable promotion, have a significant and positive effect on the consumption of beer brands in Anambra State. The study concludes that sustainable marketing mix strategies significantly and positively affect the consumption of beer brands. However, beer brewing companies in Nigeria are implored to employ more nuanced and re-conceptualised marketing mix strategies to better balance social, economic, and environmental factors throughout the product life cycle. Creating eco-friendly products that comply with environmental standards, using recyclable and reusable packaging to reduce pollution, and promoting water and energy efficiency are vital to enhancing the effect of sustainable marketing on beer consumption. Implications and future research direction for sustainable marketing of beer are highlighted.

Keywords: Sustainable marketing strategies; consumption; beer brands; Anambra State

JEL Classification: M10; M19; M31

1. Introduction

Many organisations in Nigeria, including beer manufacturers, are experiencing the adverse effects of climate change (e.g. pollution, floods, scarcity of raw materials), forcing them to rethink their marketing strategies and promote more sustainable business models (Nwankwo & Kanyangale, 2022). Fuxman, Mohr, Mahmoud and

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Grigoriou (2022) are aware that some organisations are becoming more interested in implementing sustainable marketing practices to enhance operational excellence, sustainable competitive advantage on the market and post-use recycling of products. Businesses are now looking for long-term solutions that balance economic development and environmental protection while improving the quality of life for both current and future generations (Garg & Sharm, 2017). The fact that businesses are increasing their attention on sustainability in strategic planning, procurement, marketing, and annual reporting illustrates the trend towards building sustainable organisations and society. According to Bergman, Bergman, and Berger (2017), society considers sustainability an inherent component of wise corporate, production, and marketing management. Companies are accountable for all direct and indirect measures to uphold sustainability objectives, including supplier selection and production (Macharia, Kibera, Munyoki & Kinoti, 2017). Companies are under increased social pressure to adhere to sustainability standards and continually consider how their actions will have the fewest possible negative consequences on people and the environment (Gomes & Nogueira, 2020).

In sustainable organisations, managers recognise sustainability principles as a driver of business success and sustainable advantage over others. According to Nwankwo and Kanyangale (2022), organisations that use the concepts and principles of sustainability reap greater rewards and get closer to securing a sustainable competitive advantage. Additionally, they powerfully convey to their stakeholders the value of protecting their environment and society while making a profit (Fuxman et al., 2022). Sustainable marketing is powerful as it allows businesses to achieve sustainable differentiation (Machová, Ambrus, Zsigmond & Bakó, 2022). Sustainable organisations encourage resource and waste management practices that are more efficient in how a product is produced and distributed to the markets and used by consumers (Simo & Lisboa, 2017).

Marketing entails using limited resources to alter behaviours that appear intractable in various environmental, economic, social, political, and technical contexts. The main goals of marketing are to profitably and sustainably satisfy stakeholders' needs and fulfil societal demands for a higher standard of living (Owonte & Etuk, 2020). The sustainable organisation ensures that functional strategies match corporate strategy that prioritises serving consumer needs in the most sustainable way possible without endangering the next generation (Kumar & Meenakshi, 2013). Sustainable business strategies configure the activities and processes to compete successfully in a target market (Kotler & Armstrong, 2014).

In this study, a sustainable marketing strategy comprises efforts to identify and satisfy customers' and businesses' immediate demands while conserving or strengthening the capacity of future generations to address their own needs. In addition to meeting the current and future demands of customers, the business, and society, sustainable

marketing also focuses on socially, ethically, and environmentally responsible behaviours (Machová et al., 2022). Ethical marketing practices are critical to sustainable marketing (Fuxman et al., 2022). Sustainable marketing calls for revising notions of a zero-sum game in competitive behaviour to reinforce sustainable and ethical ways necessary to maintain cost leadership, focus, and overall industry supremacy when using resources (Papadas, Avlonitis & Carrigan, 2017).

This quantitative study aims to examine the effect of sustainable marketing strategies on beer brands' consumption in Anambra State. The hypothesis is as follows:

H₀: Sustainable marketing strategies have no significant effect on the consumption of beer brands in Anambra State.

This study is valuable as it provides insights for marketing managers in Nigeria on how to configure a sustainable marketing mix that promote sustainability in a world suffering from the effects of unsustainable business models on the environment and society. This study catalyses for scholarly work to re-conceptualise the marketing mix and situate sustainability as a central pillar of sustainable marketing of beer brands. First, the article starts by unpacking the concept of sustainable marketing strategy before focusing on a sustainable marketing mix. Second, the article presents the methodology and findings of the study. Lastly, there is a discussion of the findings, implications and future research direction on sustainable marketing in the beer industry.

2. Sustainable Marketing Strategy

Marketing managers have needed help to turn sustainability concepts into workable commercial propositions employing marketing tactics that produce a competitive advantage, foster trust, and expand the market (Eisenbach, Schiere, Trilling & Von Florow, 2014). Additionally, marketers have frequently come under fire for contributing to unsustainable business models by encouraging the use of products and ways of living that are not sustainable and healthy. Marketing and sustainability are thought to be headed for a collision. This is because marketing focuses on increasing sales while sustainability focuses on reducing consumption to attain economic, social, and environmental sustainability (Owonte, 2020).

As the need to protect resources for the current and future generations is constant, sustainability is a priority of the modern corporate world (Nnaboku, 2016). Companies are the primary institution on Earth, so they are responsible for protecting the environment (Hawken, 2007). In a report for the UN Global Compact, Accenture (2013) examined the perspectives of 1,000 CEOs on sustainable business practices. The investigation showed that despite increased attention to environmental and more general sustainability issues, the global economy needs to catch up in taking the

essential steps to get society on a more sustainable track (Krunal, Pooja & Varidana, 2018).

Amegbe, Owino, and Nuwasiima (2017) acknowledge that numerous businesses are trying to integrate sustainability principles into their operations while uncertain of the measurable value of return on investment. Companies worldwide are incurring significant expenditure on energy conservation, developing eco-friendly products, and promoting long-term orientation (Owonte & Etuk, 2020). This brings to the fore the notion of eco-efficiency, which was defined by the World Business Council on Sustainable Development (WBCSD) (2000) as “being achieved by the delivery of competitively produced goods and services that satisfy human needs and bring the quality of life while progressively reducing the ecological impact and resource intensity throughout the life cycle, to a level at least in line with the Earth’s estimated carrying capacity”. Sustainable marketing is a lynchpin for organisations interested in entrenching eco-efficiency to get more value with lower input of materials and energy and reduced emissions.

2.1. The Shift from a Traditional to the Sustainable Marketing Mix

In a scholarly effort to understand sustainable marketing strategy, it is fruitful to delve into the evolution of traditional marketing to a sustainable marketing mix. The old but still relevant work of Borden (1964) introduced the marketing mix, which comprises the 4Ps of marketing: product, promotion, place, and price as a marketing management framework. In a nutshell, the 4Ps are components which the organisation can control and drive their marketing activities and influence the decision-making and habits of the target market segment. The traditional marketing mix is criticised as being too product-oriented as it was meant for the manufacturing context. Another criticism is that the 4Ps marketing mix needs a focus on the customer focus. In light of criticisms against the 4Ps, two significant changes to the traditional marketing mix exist. First, Kotler and Armstrong (2014) extended the 4Ps model by adding the dimensions of people, processes, and physical evidence to cater to services’ intangibility. Human resources associated with creating and delivering the good or service constitute the dimension of people in the extended marketing mix.

Physical evidence is vital as customers depend on the service’s concrete and visible elements to judge service quality. The process as a marketing mix component focuses on how the service is carried out (e.g. systems, procedures, policies) to meet consumer needs.

Second, the rise of sustainability has compelled organisations to redefine the traditional marketing mix by combining new elements reinforcing long-term customer relationships (i.e., “Customer solutions” and “Customer cost”) and integrating of marketing principles with sustainable development goals. Marketing and

sustainability are frequently cited as conflicting when creating a sustainable marketing mix. A potential conflict arises between marketing and sustainability because marketing is one of the primary forces behind consumer behaviour. In contrast, sustainability addresses present-day demands without jeopardising how future generations satisfy their needs (Machová et al., 2022). Many companies are committed to using their products and services to develop a sustainable marketing mix approach (Danciu, 2013). Marketers are pivotal in driving the activities that shape sustainable consumption. A sustainable marketing mix balances resources, society's needs and market capacity (Sun, Garrett, & Kim, 2016).

Fuxman et al. (2022) add new 3Ps for a sustainable marketing mix conceived for the fashion sector. The three new Ps are the public, performance, and preservation. The public dimension includes individuals (e.g. customer contact staff, customers, managers) participating in business activities related to a product or service. The public dimension comprises human capital along the fashion supply chain. The performance dimension refers to sustainable practices in industries linked to the economic performance of the supply chain members and marketing skills associated with developing new products, services, and business models. Lastly, the preservation dimension relates to all-encompassing strategies and tactical efforts to make decisions based on protecting the environment. Preservation integrates across the supply chain as partnerships enable sustainable marketing across all players in the value creation chain.

Given the diversity of dimensions of the marketing mix proposed by different scholars (e.g., Kotler & Armstrong, 2014; Fuxman, Mohr, Mahmoud & Grigoriou, 2022), it is explicit that the shift from a traditional to a sustainable marketing mix needs to be more holistic if it is to reduce negative environmental impacts caused by business practices.

2.2. Fundamentals of the Sustainable Marketing Mix

With clarity on the nature and evolution of the traditional marketing mix, it is prudent to situate the fundamental elements of the 4 Ps into the domain of a sustainable marketing mix.

2.2.1. Sustainable Product Strategy

A sustainable product reduces its impact on resource usage, the environment, and society (Sun et al., 2016). Sustainable products are anticipated to be profitable and commercially viable for a very long time. In understanding a sustainable product, it is vital to assess the effects of both product consumption and manufacturing (Pomeroy, 2017). An environmentally friendly product respects the environment in every way, from the raw materials used in production to the manufacturing procedure to the packaging of the finished product (Tseng & Hung, 2013). Applying the six "Rs" of

repair, renovation, remake, reuse, recycle, and reduce can help make products more ecologically friendly (Prakash, 2002).

It is noteworthy that in the business world, the term “sustainable product” also refers to products that consume less energy and resources, lessen or eliminate the use of hazardous materials, pollution, and waste during development and production, and otherwise attempt to conserve or improve the environment (Singh & Pandey, 2012). In a slightly different vein, Kumar and Ghodeswar (2015) suggest that a sustainable product is created using toxic-free ingredients and environmentally friendly practices, which a respected organisation has acknowledged. Kelly (2012) is cognizant that it takes work for a consumer to identify a sustainable product for two significant reasons. First, some manufacturers and retailers sometimes offer unproven, vague, and false claims. Second, determining whether a product is sustainable is difficult as various parameters are used when thinking about sustainable products. For instance, an eco-efficient product is expected to manifest the following seven aspects: reduce the (1) material intensity and (2) energy intensity of its goods and services; (3) reduce the dispersion of any toxic materials; (4) enhance the recyclability of its materials; (5) maximise the sustainable use of renewable resources; (6) extend the durability of its products and (7) increase the service intensity of its goods and services (WBCSD, 2000). More importantly, one needs to consider the entire life cycle of the item and look at the impact of each phase, mindful that some products are eco-friendly from one perspective but not from another (e.g. use recycled materials but include lots of unnecessary packaging or use a large amount of energy) (Kelly, 2012). Given the above issues, this study upholds that a sustainable product is any item created with consideration for the environment to minimise any adverse effects on the environment and protect natural resources.

2.2.2. Sustainable Price Strategy

A crucial component of sustainable marketing is price. A purchase can frequently be made or lost based on a product’s pricing. Prices are not just what consumers pay; they can also convey exclusivity or quality to them, help segment the market, represent demand and supply for products, demonstrate a company’s competitiveness, and incorporate expenses of production and profit margin (Peattie 1995). Many of the costs associated with the environment and society that go into making a product are considered externalities, which means that neither the purchase price nor the production cost accounting takes them into account (for example, the pollution generated in the production process) (Machová et al., 2022). Nevertheless, stakeholder pressure to include these externalities in the ultimate pricing has increased. The motivation to buy this kind of product would entail raising the price of conventional goods or reconsidering the cost of sustainable goods, which do not necessarily have to be more expensive than traditional goods (Pomeroy, 2017).

Sustainable pricing guides effective production while considering the host environment, population, and profit. It also considers the health of workers and communities. A sustainable product gain value by having its functioning and other characteristics changed to align with the values and expectations of sustainable consumers (Shil, 2012). In some circumstances, a sustainable product costs more than the regular choices. For some customers, a product can be judged to be realistic by how much more expensive it is than the usual option. Other consumers choose the ecologically beneficial option without considering the price (Solvalier, 2010). Marketers must carefully make pricing decisions for sustainable products because not all consumers are genuinely interested in paying more. In this study, sustainable pricing refers to a pricing strategy that ensures efficient production while considering the host environment, its inhabitants, and profit.

2.2.3. Sustainable Distribution Strategy

It is essential to consider all environmental effects caused by the distribution of sustainable products because these impacts might be both direct and indirect. Reduced adverse effects on the distribution process must be prioritised in addition to the problem of delivering the goods at the appropriate time. One of the strategies to lessen the negative effect of distribution on the environment would be prioritising local production more. The cost of transportation would be reduced, which would lead to a decrease in the emission of damaging gases. Another option is finding more ecologically responsible ways to distribute products on the market (Ribeiro, 2017).

Businesses can pursue sustainable distribution by strategically ensuring customers can return recyclable items and establishing agreements for goods reuse or disposal with channel partners (Martin & Schouten, 2012). To ensure that cycling procedures are carried out following environmental conditions and requirements, sustainable distribution involves effective transportation management that lowers emissions from the movement of raw and finished products suitable for consumers in terms of ease of delivery (Hashem & Al-Rifai, 2011).

An organisation's decisions significantly impact customers regarding where and when to get a product. Only some people will make an extra effort to buy eco-friendly products just for the sake of it. A sustainable distribution strategy is used by sustainable enterprises to lessen the detrimental effects of their operations on the environment and to ensure that their distributors are aware of these effects (Eric, 2007). A high level of compliance is required while dispensing green goods because the green environment is continually scrutinised (Yazdanifard & Mercy, 2011).

2.2.4. Sustainable Promotion Strategy

As marketing is continually generating demand and promoting consumption, it is sometimes partially to blame for the lousy state of the planet today. Targeting youngsters and generating irrational desires and pictures of individuals are all aspects

of social criticism towards marketing promotion (Sharma, 2011). It is challenging for sustainable marketers to convey their mission to consumers without drawing the same flak. According to Belz and Peattie (2012), effective marketing communication involves informing all parties about one's business and providing answers on the benefits and adverse effects of a product or service to consumers.

Sustainable marketing practices increase the possibility that statements made by businesses about their products and production processes will be carefully examined and assessed in terms of their eco-friendliness (Lao, 2014). Customers must know businesses' environmental commitments and efforts to promote sustainability. Paid advertising, public relations, direct marketing sales promotions, and on-site promotions are just a few of the activities that comprise sustainable marketing promotion (Fan & Zeng, 2011). To promote the environmental advantages of their products and services, marketing companies may employ techniques including promoting environmental claims, exhibiting ecological initiatives, and adding environmental claims in product packaging (Shirsavar & Fashkhamy, 2013). For instance, Timberland developed a green index rating system to describe how their products affect the environment (Ottman, 2011).

2.3. Unpacking the Concept of Consumption.

Consumption is the term used to describe the use of goods and services purchased for use (Esen & Bayrak, 2017). Neoclassical (mainstream) economists see the level of consumption per person as a crucial indicator of an economy's productive success since they frequently consider consumption as the ultimate goal of economic activity. The best method to describe consumption is the final price people pay for products and services.

The use of resources to satisfy the needs and desires of the present is known as consumption (Akenji, 2015). Government spending, fixed investment, and intermediate consumption are categorised separately from other expenditure categories (Consumer choice). Other economists define consumption in a much broader sense, including all economic activities other than the design, production, and marketing of goods and services (such as the selection, adoption, use, disposal, and recycling of goods and services) (Hsiang-Ke, 2007). For the above study, the definition of consumption by Esen & Bayrak (2017) is adopted because it focuses on the individual level of consumption and choice of what to consume, given various options on the market.

3. Methodology

This qualitative study adopted a positivistic paradigm and a survey to get views of beer consumers from three major cities: Awka, the capital of the State; Onitsha, the commercial hub; and Nnewi, which is the industrial hub in Anambra State. The three major cities in the Anambra State were purposively selected for the study. Each selected city represents a different senatorial zone in the (Central, South and North) State to diversify the sample geographically. The state has 21 local government areas with 177 communities.

The population for this research consists of the consumers of beer products in Anambra State. No data shows the actual consumers of beer products in the state. This made it necessary to calculate the right sample size for the study using Cochran's method. Cochran's formula is presented as follows:

$$n = \frac{Z^2 Pq}{e^2}$$

Validation was,

Z = the result on the Z table with a 95% confidence level of 1.96;

e = sampling error at 5%; and

p = the population's maximum variability at 50%. i.e. (0.5) (0.5)

q = 1-p = 0.5

Substituting,

$$n = \frac{(1.96)^2 0.5(0.5)}{0.05^2}$$

$$n = 384.116$$

The sample size is approximately 384 consumers of beer products. A total of 128 respondents were selected respectively from Onitsha (Anambra North), Nnewi (Anambra South) and Awka (Anambra Central). A standardised questionnaire with a five-point Likert scale was used to collect the primary data from beer consumers. A five-point Likert scale allows respondents to express how much they agree or disagree with a list of statements or questions. Cronbach alpha was used for internal consistency, which was 0.781. The hypothesis was tested using multiple regression analysis to measure the effect of sustainable marketing strategies.

4. Result

In this study, 384 copies of the questionnaire were sent to respondents. Of these, 367 respondents returned the questionnaires and were deemed useful for the study. Seventeen copies of the questionnaire were either not returned or lost during the process. The result was a 95.6% response rate. Multiple regression was utilised to examine the effect of independent or explanatory variables on the dependent variables. The tables below present the results of the multiple regression analysis.

Table 1. Summary of the Regression Result

Model	R	R ²	Adj R ²	Std. The error of the Esti	Change Statistics					Durbin - Watson
					R ² Change	F Change	df 1	df2	Sig. F Change	
1	.294 ^a	.686	.572	3.185	.686	6.151	5	326	.000	1.875

a. Predictors: (Constant), Sustainable Product, Sustainable Price, Sustainable Distribution, Sustainable Promotion

b. Dependent Variable: Consumption of Beer Brands

Source: SPSS 25.0

According to Table 1, R², which gauges how strongly an independent variable influences a dependent variable, has a value of 0.686. Thus, variations in sustainable product, price, distribution, and promotion account for 68.6% of beer brand consumption in Anambra State. Adjusted R² of 0.572 backed this up. Durbin-Watson statistics were used to examine the model for autocorrelation. The model's variables are not autocorrelated, as shown by the Durbin-Watson statistics of 1.875 in Table 1, and the model is accurate at making predictions.

Table 2. Analysis of Variance

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	312.052	5	62.410	6.151	.000 ^b
	Residual	3307.502	326	10.146		
	Total	3619.554	331			

a. Dependent Variable: Consumption of Beer Brands

b. Predictors: (Constant), Sustainable Product, Sustainable Price, Sustainable Distribution, Sustainable Promotion

Source: SPSS 25.0

The independent variables significantly affect the dependent variables, as evidenced by the f-statistics value of 6.151 in Table 2 and the f-statistics probability of 0.000. This result demonstrates how variations in beer brand consumption in Anambra State may be explained by sustainable product, price, distribution, and promotion.

Table 3. Regression Model

Model	Unstandardised Coefficients		Standardised Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	18.916	1.918		9.863	.000
Sustainable Product	.123	.043	.201	2.870	.000
1 Sustainable Price	.085	.044	.214	2.923	.005
Sustainable Distribution	.076	.049	.185	2.562	.009
Sustainable Promotion	.028	.044	.206	3.632	.001

a. Dependent Variable: Consumption of Beer Brands

Source: SPSS 25.0

The regression model, as per Table 3, shows that sustainable marketing is significant at $p < 0.05$. This result entails that sustainable marketing strategies significantly affect beer brands' consumption. Notably, the standardised Beta and the corresponding P-values for the sustainable product ($\beta = 0.201$, $p < 0.000$), sustainable price ($\beta = 0.214$, $p < 0.005$), sustainable promotion ($\beta = -0.206$, $p < 0.001$) and sustainable distribution ($\beta = 0.185$, $p < 0.009$), show that sustainable price has the largest contribution to the model, followed by sustainable product, sustainable promotion and then distribution strategies.

5. Discussion of Results

This study investigated the effect of sustainable marketing strategies on the consumption of beer brands in Anambra State. First, this study revealed that sustainable pricing significantly influences the choices of people who consume sustainably produced beer brands in Nigeria. However, the challenge to effectively use sustainable pricing is that organisations need to invest in sustainability to permeate the organisational architecture without clarity on return on investment, how to measure eco-efficiency and manage revenue business model (Gupta, Agarwal, Garg & Sharma, 2021). In making sustainable pricing decisions, it is salient for marketers to remember that embedding sustainability in a product is often construed as expensive (Hines, 2020). For example, it may entail introducing new technology and processes, adding new external costs, recycling waste into products and building the capacity of employees and partners in the value. However, only some sustainable practices end up increasing beer costs to consumers. As such, beer marketers need to be conscious of the financial feasibility of the sustainable beer pricing on the market (Carley & Yahngw, 2018). According to Staples, Reeling, Widmar and Lusk (2020), beer marketers in America have the support of more beer consumers who are willing to absorb extra costs, which makes sustainable practices more financially feasible in the beer sector (Alabo & Anyasor, 2020).

Another study of beer consumers in America by Carley and Yahngw (2018) concluded that people who are already engaged in sustainable consumption behaviours (e.g. buying organic, recycled, or local products) are also willing to pay a higher price for sustainable beer. While Nigerian and American consumers are different, this finding is insightful for beer marketers to understand how consuming sustainable beer is part of a sustainable lifestyle.

Second, this study found that sustainable product positively influences the consumption of branded beer in Nigeria. Therefore, it is salient that beer's product strategy upholds eco-efficiency. This calls for attention to reducing material and energy intensity to avoid degradation of the environment but also ensure recyclability so that the entire product life cycle of sustainable beer causes minimal harm to the environment (Machová et al., 2022). Hines (2020) and Staples et al. (2020) know that brewing beer is a water- and energy-intensive process. Additionally, the brewing process creates a large amount of solid waste in the form of spent grain and materials that can be recycled. Staples et al. (2020) state that water sustainability practices generate the largest share of consumer interest at a modest premium. Some beer consumers are also willing to pay premiums for landfill diversion and carbon reduction practices (Staples et al., 2020). In this regard, it is prudent for beer marketers to ensure sustainability investment is targeted in critical areas to influence consumer purchase behaviours while preserving resources.

This article asserts that the re-defined and new 3 Ps for a sustainable marketing mix in the fashion industry, which adds three components (performance, preservation, and public), is equally valuable for the sustainable marketing of beer (Fuxman et al., 2022). First, the performance of members in the supply chain, marketing skills for developing new products and services, and the decisions to protect the environment are all relevant to the sustainable marketing of beer (Fuxman et al., 2022). Second, preservation as a new component of the sustainable marketing mix is appropriate because brewing beer is commonly associated with high environmental "costs". These costs include the high use of energy and water in fermentation with the refuse by-products of canning and bottling (Staples et al., 2020). Preservation as a dimension of the sustainable marketing mix in beer marketing may compel managers in breweries to identify 'emission hotspots' and problem areas both upstream and downstream in the supply chains and start to work closely with their logistics, marketing and distribution intermediaries to create sustainable and enduring solutions (e.g. renewable energy-powered breweries, carbon-neutral supply chain, near-sourcing options characterised by breweries moving operations closer to where its end products are sold). In light of the above, beer marketers in Nigeria are implored to introduce and embrace process, performance and preservation as three new dimensions of the sustainable marketing mix for beer.

The above re-conceptualisation of the sustainable marketing mix resonates with the cornerstones of sustainable beer products, which include: the avoidance, mitigation,

and eradication of adverse environmental impacts on air, soil and water (Staples et al., 2020). More importantly, it is noteworthy that the finding that sustainable products positively influence consumption is consistent with the assertion by Belz and Peattie (2009). This assertion underlines that sustainable production practices typically pay off over the long run since they gradually reduce costs, ultimately permitting price reductions. Additionally, Gomes and Nogueira (2020) and Owonte and Etuk (2020) share the view that a product's sustainable aspects significantly influence consumers' preferences. Marketers need to understand that consumers buy the beer brand based on the core benefit, the psychological feeling they gain from the product (augmented), or the additional attributes (symbolic) (Machová et al., 2022). In Nigeria, producers and marketers need to produce beer products in sustainable ways and packaged to satisfy consumer and societal needs if they are to excel.

Third, sustainable marketing strategies that significantly affect beer brands' consumption in Anambra State include sustainable promotion. Practical, sustainable promotion does not only elevate the relationship between products and the biophysical environment. It also presents, enhances or sustains the image of an environmentally responsible organisation (Alabo & Anyasor, 2020). Giving accurate environmental messages and information to stakeholders affected by a business's operations is critical to sustainable promotion (Alabo & Anyasor, 2020). Consumers are increasingly more interested in knowing the origin or source of raw materials and the ethical footprint of their products. In response to this need, some breweries include sustainability seals on packaging to provide valuable information to sustainability-minded beer buyers (Staples et al., 2020). Today companies are thinking about how best to make their products either recyclable or compostable. For example, some of the standard sustainable beer packaging practices include replacing the glass with lightweight, stackable and robust aluminium cans, introducing paper-based beer bottles, packaging that absorbs oxygen in the bottle to keep the beer fresher for longer, and transparency and clear labelling on beer packages to provide nutritional information (e.g. calorie contents on alcohol beverage) (Staples et al., 2020; Hine, 2020).

Beer packaging innovation is a source of great selling points for beer marketing. For example, eco-friendly companies are raising the bar further by presenting their products in biodegradable or compostable packaging. Studies by Gomes and Nogueira (2020), Yusuf (2020), as well as Mama, Nyaoga, Matwere and Nyambega (2014), affirmed that sustainable promotion had a significant effect on business performance. Environmental credentials of a given product may be communicated to the market by using eco-labels as seals of approval that depict a certified product which is more sustainable and superior to similar products. However, the challenge is that most consumers do not have time to read and absorb the information on labels effectively (Machová et al., 2022). As eco-friendly consumerism grows, beer companies must

make credible environmental claims clear and visible on the packaging to inform consumers and influence them with appropriate emotional messages.

Lastly, this study found that sustainable distribution also positively affects the consumption of branded beer in Nigeria. An environmentally friendly way of distributing beer to consumers requires focusing on three key areas: warehousing, transportation and trade recycling (Hines, 2020). Marketers must pronounce the significance of efficiency and cyclicalness achievable through sustainable logistics and distribution networks (e.g. manufacture, wholesaler, retailer) (Kotler & Armstrong, 2014). Distribution efficiency is exemplified by the consolidation of deliveries by distributors to reduce congestion and energy usage while increasing the variety of products at the retail level (Hines, 2020). A two-way distribution system helps recycle the leftovers of resources used (i.e., empty containers, plastic bags etc.) back to where they can re-enter production or point of sale (Alabo & Anyasor, 2020).

In researching sustainable marketing mix strategies, scholars must constantly clarify the common confusion between sustainable and green marketing. This is pivotal as the central pillar of sustainable marketing is sustainability rather than “greening” the business. For example, a study by Alabo and Anyasor (2020) concluded that a green marketing mix (green product, green price, green distribution, green promotion) for beer brands was significantly and positively related to the sustainability of breweries in South-East of Nigeria. In essence, green marketing is subsumed by sustainable marketing, which is broader and goes beyond the environment to embrace social and economic issues. It is vital to underscore that green marketing is often criticised for not including interactions and relationships with other people beyond customers (Alabo & Anyasor, 2020).

As millennials are more aware of the positive impact of sustainable products and eco-efficiency, sustainable rather than green marketing will continue to be a potent driver of marketing and innovation in the beer industry.

5.1. Implications and Areas for Future Research

Two implications of this study’s findings relate to the multi-faced nature and integrative value of sustainable marketing strategies and the need for a more nuanced sustainable marketing mix for the sustainable beer business.

5.2. Exploiting the Multi-faced and Integrative Power

Firstly, this study clarifies that a sustainable marketing mix is only essential when it exploits the integrative value and capacity of bringing together the different elements to create value for the consumer and society. Furthermore, the multifaceted and holistic nature of a sustainable beer marketing mix is necessary to drive the business’s

social, environmental and economic aspects. Marketers must be fully aware of the pitfall of the 4 Ps inherent in the limited number of constitutive elements and the need to clarify how marketing sustainable beer balances sustainability's social, economic, and environmental components. While the integrative nature of a sustainable marketing mix is vital to ensure a shared mindset on sustainability among the different partners in the value chain, it lacks the breadth to fully promote avoidance, mitigation, and eradication of adverse environmental impacts in brewing environmentally friendly beer.

5.3. Employing a Nuanced and Re-conceptualised Marketing Mix

Secondly, beer marketers in Nigeria need to re-conceptualise the marketing mix strategies as a powerful tool for acquiring a long-lasting competitive advantage among sustainability-minded consumers and partners in the value chain. It is compelling that marketers re-conceptualise the marketing mix for beer not simply to extend the fundamental 4 Ps but rather situate sustainability as the central pillar of sustainable marketing. This entails adding three new dimensions of people, process and preservation to the basic 4 Ps of the sustainable marketing mix. Any partnership approach to effectively centralise sustainability in the marketing strategy will require a good understanding of people (e.g. mindset and values of eco-friendly consumers, distribution agents, suppliers, and retailers) and processes, which are critical to preserving resources while driving a sustainable beer business. The addition of preservation as an additional dimension of a sustainable marketing mix for beer is critical mindful that brewing beer is resource intensive.

One of the limitations of this study is that it has been limited to the 4 Ps of sustainable marketing and ignored specific aspects such as preservations and processes, which are pivotal in the resource-intensive business of beer. This article calls future researchers to adopt a more nuanced, re-conceptualised and extended sustainable marketing mix, which includes preservation, process and people as new dimensions necessary to enrich our understanding of the effect of sustainable marketing strategies on branded beer consumption in Nigeria and other countries.

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