

CHAPTER V

CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS

This chapter presents the conclusions on key findings, implications for various stakeholders and recommendations targeted at relevant stakeholders. The chapter also covers suggestions for future research and limitations of the research.

5.1 Conclusion

5.1.1 Description of the variables

The findings confirm the effectiveness of social media reach in promoting environmentally conscious choices. High scores across various metrics, including green brand attitude, green brand association, and green purchase intentions, all point towards a growing consumer preference for sustainable products and brands that prioritize environmental responsibility. These findings highlight a significant shift in consumer behavior, driven by a heightened awareness of environmental issues. Consumers are actively seeking out brands that align with their values and are willing to reward those brands with their loyalty. This trend presents a substantial opportunity for FMCG companies in Ghana.

5.1.2 Relationship between green influencers and green purchase intentions of local FMCGs in Ghana

The study findings highlight the significant impact of green influencers on consumers' propensity to purchase environmentally conscious products. The study reveals that green influencers play a crucial role in influencing individuals' purchasing intentions, emphasizing the importance of utilizing influencer marketing strategies to promote sustainability. The research also indicates that green influencers have a substantial effect on brand attitudes and associations, showcasing their role in shaping consumer perceptions of green businesses and sustainable consumption. Thus, the study contributes valuable insights to the field of sustainable marketing and consumer behavior by emphasizing the importance of green influencers in driving positive

consumer attitudes and behaviors towards eco-friendly products. It underscores the need for companies to effectively leverage influencer partnerships to inspire

sustainable consumption and highlights the significant impact that influencers have in shaping consumer behavior. The findings underscore the potential of influencer marketing strategies in promoting sustainability and encouraging consumers to make environmentally conscious purchasing decisions.

5.1.3 Relationship between green influencers and green purchases of local FMCGs in Ghana.

In conclusion, the study examined the impact of green influencers on consumers' purchasing behavior towards environmentally responsible products. While green influencers can shape consumer attitudes, their direct influence on buying decisions appears to be minimal based on the findings. The research did not find any statistically significant correlation between green influencers and consumer behavior, suggesting that other factors may play a role in influencing purchasing decisions. These findings have implications for businesses and marketers looking to promote sustainable consumption through influencer marketing. While green influencers can raise awareness and influence consumer perceptions, marketers should be cautious about their limited impact on actual purchasing choices. Instead, a comprehensive marketing approach that considers various factors influencing consumer decisions throughout the customer journey is recommended. Exploring contextual factors or mediating variables that could affect the influencer-consumer relationship would provide insights for developing more effective strategies to promote sustainable consumption and achieve positive environmental outcomes.

5.2.4 Impact of green purchase intentions on the green purchases of local FMCGs in Ghana

The study concludes that there is a strong relationship between purchase intentions and green purchasing activity, highlighting the importance of intentions in influencing consumer behavior towards sustainable consumption. The results indicate that customers' aspirations to buy eco-friendly items significantly impact their future actions, emphasizing the importance of understanding and shaping buying intentions to promote environmentally responsible consumerism. The findings have implications

for marketers, legislators, and businesses looking to encourage sustainable consumption. By understanding the factors that influence purchase intentions and implementing strategies to positively influence these intentions, stakeholders can effectively encourage customers to adopt environmentally conscious shopping habits. The study also underscores the importance of targeted interventions to cultivate positive intentions to purchase among customers, suggesting the use of educational programs, incentives, and product labeling to enhance customer awareness and desire for eco-friendly products. The study highlights the critical role of intentions in translating attitudes and perceptions into actual buying behavior, underscoring the need for proactive measures to promote sustainable consumption patterns among consumers.

5.1.5 The mediating role of green brand association in the relationship between green influencers and the green brand attitude of local FMCGs in Ghana.

The study highlights the crucial role of brand associations, green influencers, and brand attitudes in influencing consumer behavior towards environmentally sustainable products. Influencers have a significant impact on shaping consumers' perceptions and attitudes towards eco-friendly products through engaging narratives and easily digestible content. The research emphasizes the importance of impactful influencer marketing initiatives in fostering positive brand perceptions and attitudes among consumers. Utilizing green influencers can amplify environmental messaging, promote sustainability initiatives, and encourage consumer engagement with environmentally responsible products. Businesses and marketers can effectively communicate their sustainability initiatives and connect with environmentally conscious consumers by partnering with influencers. Thus, the study underscores the importance of eco-friendly narratives in marketing and the substantial influence that influencers have on brand associations and attitudes towards environmentally responsible products.

5.1.6 The mediating effect of green brand attitude on the relationship between green influencers and green purchase intentions of local FMCGs in Ghana

The study highlights the significant role that green influencers play in shaping consumers' purchasing intentions and brand perceptions, particularly in the context of

environmentally friendly products. The research findings suggest that green influencers have a substantial indirect influence on consumers' purchase intentions through the development of favorable brand attitudes. This underscores the importance of understanding the complex interconnections between green influencers, brand perceptions, and consumer behavior. The study emphasizes that influencers have the ability to sway consumers towards environmentally conscious purchasing practices by advocating for sustainability and environmental accountability. While the direct impact of influencers on purchase intentions may be minimal, their role in shaping brand attitudes is crucial for driving consumer engagement with eco-friendly products. The research underscores the strategic importance of leveraging influencer partnerships to cultivate positive brand perceptions and encourage consumer participation in sustainable initiatives.

5.1.6 The moderating effect of green trust on the relationships between green influencers, green brand attitude, and green brand association in the context of local FMCGs in Ghana

In conclusion, the findings highlights the significant role of green trust in shaping customer perceptions and intentions. Green trust in influencers positively impacts brand perceptions, but an unexpected negative effect on brand associations is observed when examining the interaction between trust in influencers and green trust. This emphasizes the intricate nature of trust's influence on consumer perceptions. Moreover, the study reveals that green trust has a positive moderating effect on the relationship between purchase intentions and brand associations, emphasizing the importance of trust in strengthening consumers' propensity to purchase green products. Cultivating trust in environmentally friendly advertising initiatives is crucial in influencing consumer behavior towards sustainable purchasing. Overall, the findings underscore the intricate interplay among trust, influencers, brand attitudes, and associations in shaping consumer behavior towards environmentally sustainable products, highlighting the significance of trust in influencing consumer perceptions and intentions in favor of sustainable buying.

5.2 Implications

5.2.1 The findings the relationship between green influencers and green purchase intentions have far-reaching implications for various stakeholders, including policymakers, businesses, citizens, scholars, and individuals involved in addressing sustainability issues.

5.2.1.1 Theoretical Implications: The findings highlight the critical role of green influencers in promoting sustainable consumption. Policymakers can leverage this knowledge to develop policies and initiatives that encourage collaboration between environmentally conscious influencers and companies. Facilitating partnerships between celebrities and eco-friendly businesses can amplify sustainability efforts and encourage environmentally conscious consumer behavior.

5.2.1.2 Practical Implications: Companies can utilize these findings by integrating influencer marketing strategies into their sustainability initiatives. Partnering with prominent environmental advocates allows businesses to connect with and engage consumers who prioritize environmental awareness. This approach can lead to increased customer loyalty, brand recognition, and credibility. Additionally, influencer partnerships can be used to effectively communicate sustainability efforts and initiatives, fostering positive brand associations and influencing purchase intentions for eco-friendly products. These findings can benefit consumers through educational and motivational content from environmentally conscious influencers. By following influencers who promote sustainable lifestyles and products, consumers can gain valuable information and motivation to adopt environmentally conscious purchasing practices. Furthermore, consumers can leverage their purchasing power to support companies that align with their sustainability values, ultimately driving positive market change.

5.2.2 The findings on the relationship between green influencers and green purchases of local FMCGs in Ghana have pertinent implications for various stakeholders:

5.2.2.1 Theoretical Implications: This research offers valuable insights for policymakers on how to achieve sustainable practices. While green influencers play a role in raising awareness and shaping consumer perceptions, a holistic approach is crucial. Policymakers should move beyond influencer marketing and focus on enacting comprehensive policies and legislation that encourage sustainable practices across various industries. Potential strategies include supporting educational campaigns that promote sustainable consumption, endorsing eco-labeling and certification initiatives, and offering incentives for businesses to adopt environmentally sustainable practices.

5.2.2.2 Practical Implications: The study suggests that businesses and marketers can enhance their marketing strategies by understanding the impact of green influencers on consumer behavior. While influencers can significantly influence brand perception and awareness, relying solely on them is insufficient. A comprehensive approach that integrates influencer marketing with social media advertising, content creation, and product innovation is more effective. By understanding the limitations of influencer marketing and addressing other factors influencing consumer behavior, organizations can develop more effective strategies for sustainable consumption and environmental goals. The research also informs organizations and individuals engaged in sustainability, suggesting that influencer marketing should be complemented by initiatives that address the core barriers to sustainable consumption.

5.2.3 The study findings on the impact of green purchase intentions on the green purchases is significance for all parties involved in promoting sustainable consumption and understanding the impact of consumer behaviour on environmentally friendly items.

5.2.3.1 Theoretical Implications: These findings highlight the need for policymakers to move beyond awareness campaigns and implement policies that directly encourage and enable environmentally friendly consumer behavior. The link between purchase intentions and actual buying behavior underscores the

importance of legislation that empowers consumers to make informed sustainable choices. Policymakers can consider several initiatives, such as promoting clear product labeling that highlights environmental impact, offering tax breaks or subsidies for environmentally friendly products, and providing financial support to sustainable businesses. By aligning policies with the factors that influence purchase intentions, policymakers can effectively promote sustainable consumption and contribute to broader environmental goals.

5.2.3.2 Practical Implications: This research emphasizes the importance for businesses and marketers to understand and influence consumers' intentions to purchase environmentally friendly products. Recognizing the significant role of intentions in driving purchasing behavior, companies can develop targeted marketing strategies that cultivate positive environmental intentions among consumers. Potential strategies include leveraging influencer marketing with credible green advocates, crafting compelling sustainability messages that resonate with target audiences, and offering incentives that reward environmentally conscious consumer behavior. By proactively aligning their marketing efforts with the factors that influence purchase intentions, businesses can strengthen their brand image as environmentally responsible organizations and encourage widespread sustainable consumption..

5.2.4 The findings on the mediating role of green brand association in the relationship between green influencers and the green brand attitude have important implications for various stakeholders:

5.2.4.1 Theoretical Implications: This research suggests that policymakers in Ghana should prioritize supporting and overseeing influencer marketing in the context of sustainability. Policies can be designed to promote transparency and authenticity in influencer partnerships, ensuring consumers receive accurate and reliable information about environmentally friendly products. Furthermore, by partnering with influential individuals, governments have the potential to encourage the adoption of sustainable purchasing practices and disseminate

educational information about environmental challenges, ultimately driving behavioral change towards sustainability.

5.2.4.2 Practical Implications: The study offers valuable insights for marketers and organizations on promoting sustainability through influencer marketing techniques. By partnering with environmental advocates, businesses can improve their brand image, expand their consumer base, and boost demand for eco-friendly products. Marketers can use storytelling and authentic engagement to create compelling narratives about sustainability initiatives. The research also highlights the importance of leveraging influencer relationships to amplify environmental communication and foster positive consumer perceptions of environmentally responsible products. Collaborating with influencers allows environmental activists to reach a wider audience, inspiring them to participate in initiatives. The findings can guide stakeholders in engaging consumers, shaping public discourse on sustainability, and advocating for legislative changes that encourage environmentally responsible consumer behavior.

5.2.5 The findings on the mediating effect of green brand attitude on the relationship between green influencers and green purchase intentions have implications for various stakeholders:

5.2.5.1 Theoretical Implications: This research highlights the critical role of policymakers in advocating for and supporting sustainable marketing strategies, particularly those that leverage influencer partnerships. Policies can be developed to promote transparency and authenticity in influencer marketing, ensuring consumers receive accurate information about eco-friendly products. Furthermore, by partnering with influential individuals, governments can foster the adoption of sustainable purchasing practices and disseminate educational information regarding environmental challenges. By employing influencer marketing as a tool for environmental advocacy, policymakers can raise public awareness and incentivize positive behavioral changes that promote sustainability.

5.2.5.2 Practical Implications: The research suggests that organizations and marketers can leverage influencer relationships to promote sustainability. By partnering with sustainability advocates, businesses can enhance their brand image, reach environmentally conscious consumers, and generate interest in eco-friendly products. Marketers can use influencers' storytelling power to create compelling narratives and tailor their product offerings to engage environmentally conscious consumers. The research also highlights the importance of influencer relationships in amplifying environmental communication and fostering positive consumer perceptions of environmentally responsible products. Collaboration with influencers can broaden the audience reach, inspire proactive measures, and facilitate progress towards a more sustainable future. The findings can guide stakeholders in engaging consumers, shaping public discourse, and advocating for legislative changes that encourage environmentally responsible consumer behavior.

5.2.6 Finally, the findings on the moderating effect of green trust on the relationships between green influencers, green brand attitude, and green brand association have implications for various stakeholders, including policymakers, businesses, citizens, scholars, and individuals involved in addressing sustainability issues.

5.2.6.1 Theoretical Implications: This research highlights the importance of trust-building techniques in green marketing for policymakers. Policymakers should consider implementing regulations or guidelines that ensure transparency and integrity in green advertising campaigns, particularly those involving influencers. Consumers are more likely to trust eco-friendly products and businesses when there are regulations in place that prioritize building trust in sustainability initiatives. By supporting efforts that promote trust-building, legislators can contribute to improving sustainable consumption and addressing significant environmental issues.

5.2.6.2 Practical Implications: Marketers and organizations can leverage these findings by integrating trust-building techniques into their green marketing campaigns. Businesses should prioritize initiatives that cultivate trust with their target audience due to the significant influence trust in sustainability has on shaping consumer perceptions and intentions. This involves transparent and truthful communication about the company's approach to sustainability, collaborating with credible influencers, and ensuring consistency between the brand's messaging and actions. Enhancing consumer trust in sustainability efforts can bolster a business's brand image and market competitiveness, leading to greater acceptance of eco-friendly products.

5.3 Recommendations

Given that relationship between green influencers and green purchase intentions are significant and positive, the following recommendations are proposed for various stakeholders, including policymakers, businesses, citizens, scholars, and individuals involved in addressing sustainability issues.

- Policymakers such as Association Ghana Industries should advocate for policies supporting sustainable marketing: Encourage legislation and directives that incentivize companies to adopt sustainable marketing practices, such as utilizing environmentally conscious influencers. Support initiatives that promote environmentally friendly consumer behavior and conservation efforts through incentives for companies prioritizing sustainability in their marketing strategies. Push for regulations that ensure influencers accurately represent companies' sustainability efforts to build consumer trust. Implement measures to hold influencers accountable for their environmental claims, fostering a culture of transparency in green advertising initiatives.
- FMCGs firms such as Unilever Ghana Limited should recognize the potential of influencer marketing in engaging environmentally conscious consumers and advancing sustainability goals. Form partnerships with influencers who align with your values and sustainability objectives to enhance the effectiveness of marketing

efforts and build lasting customer loyalty. The firms should focus on establishing genuine connections with influencers in the green industry to amplify the impact of sustainability-focused marketing campaigns. Select influencers who authentically reflect your brand's values to strengthen customer trust and loyalty.

- Future researchers should delve into the role of influencer marketing in promoting sustainability across various industries and consumer segments. Investigate the factors influencing the effectiveness of influencer marketing strategies to inform the development of impactful sustainability initiatives. They should also study consumer behavior and influencer marketing: Analyze the attitudes and behaviors of environmentally conscious consumers in relation to sustainable consumption and influencer marketing. Research the motivations and cognitive processes driving consumer choices to develop targeted marketing strategies and initiatives.
- Brand experts in the field of environmentally friendly products industry should align influencers with brand values: Ensure influencers share the brand's commitment to sustainability to enhance customer trust and the credibility of green advertising initiatives. Emphasize the importance of selecting influencers who genuinely reflect the brand's environmental responsibility. They should develop systematic approaches to assess the effectiveness of influencer marketing programs on consumer behaviors and attitudes towards sustainability. Regularly evaluate key performance indicators and analyze campaign outcomes to identify areas for improvement and optimize future marketing initiatives.

Based on the findings on relationship between green influencers and green purchases, the following recommendations were put forward for various stakeholders;

- Ministry of Trade and Industries can aid businesses and marketers in ways that extend beyond influencer marketing by devising policies that provide incentives for the adoption of sustainable marketing practices. By providing incentives and resources to businesses that adopt comprehensive sustainability strategies,

policymakers have the ability to improve the effectiveness of promoting eco-friendly products and behaviours.

- In regards to the implementers of the research results, they should implement holistic marketing strategies: It is recommended that businesses and marketers adopt all-encompassing marketing strategies that consider a wide range of factors that influence consumer behaviour, surpassing the narrow focus on green influencers. Organisations have the ability to create more impactful and relatable sustainability campaigns for consumers by integrating influencer marketing with other strategic marketing methods such as product labelling, educational campaigns, and corporate social responsibility initiatives.
- Proposed future research into mediating variables that could potentially influence the relationship between green influencers and consumer behaviour may generate curiosity among future scholars in this field. Conducting research to determine factors such as trust, perceived product quality, and brand authenticity could lead to a deeper comprehension of the mechanisms that drive consumer responses to influencer marketing in the context of sustainable consumption.
- As an additional tactic to influencer marketing initiatives, it is critical that professionals involved in sustainable marketing prioritise consumer education and engagement efforts. Through the dissemination of sustainability-related information to consumers and the provision of opportunities for meaningful dialogue, industry experts can foster long-lasting changes in consumer behaviour and promote more sustainable purchasing decisions that transcend the influence of environmentally conscious influencers.

Furthermore, given that green purchase intentions positively impacts the green purchases, the following recommendations are provided for policymakers, businesses, citizens, scholars, and individuals involved in addressing sustainability issues:

- Policymakers such as Association Ghana Industries and Environmental Protection Agencies (EPA) may allocate resources towards educating consumers about the benefits of sustainable consumption and the importance of green buying intentions. Policymakers have the ability to enhance market demand for eco-friendly goods and enable consumers to make educated decisions by supporting educational efforts and awareness campaigns.
- Based on the study findings, marketing organisations and professionals may incorporate sustainability ideas into their budgetary strategies. Businesses may increase the likelihood of converting intentions into real purchases by tailoring their message and incentives to attract environmentally concerned customers. This can be done by highlighting the strong connection between buy intents and green shopping behaviour.
- Future researchers, driven by their interest, may conduct comparison studies across various cultural settings to explore the implications of green buying intentions. These analyses might extend beyond Ghana to include other locations. Analysing the influence of cultural factors on individuals' attitudes and behaviours towards environmentally friendly purchasing may provide valuable insights for developing targeted marketing strategies and interventions that appeal to different customer populations.
- Supporters of sustainable consumerism might use the findings of this study to create incentive programmes that encourage ecologically aware purchasing behaviours. By offering prizes or incentives for eco-friendly purchases, practitioners may motivate customers to prioritise sustainability and adopt ecologically responsible buying habits, leading to a beneficial environmental outcome.

Given the crucial role of brand associations, green influencers, and brand attitudes in influencing consumer behavior towards environmentally sustainable products, the study provides recommendations for various stakeholders:

- For policymakers, it is recommended that Ministry of Trade and Industries provide subsidies and incentives for businesses that endorse environmentally responsible products and brands. By incentivizing the use of green influencers, policymakers can encourage companies to adopt sustainable marketing strategies. Cultivating relationships between businesses and influencers can further promote environmentally responsible purchasing practices among consumers. Additionally, policymakers should consider implementing regulations that support sustainable marketing practices and promote transparency in green advertising.
- Organizations and advertising professionals should integrate environmentally conscious influencers into their marketing strategies. By partnering with influencers who align with their brand values and commitment to sustainability, organizations can enhance brand perceptions and strengthen consumer trust. It is essential for businesses to leverage the influence of green influencers to shape consumer attitudes towards environmentally sustainable products. Organizations should also invest in training programs and resources tailored to green influencers to enhance the effectiveness of influencer marketing campaigns promoting eco-friendly products.
- Scholars should conduct further research on the role of brand associations as a link between brand perceptions and green influencers. Comparative analyses in diverse cultural contexts can provide valuable insights into the impact of influencer marketing on sustainability efforts. By exploring cultural attributes, scholars can better understand how influencer marketing influences consumer behavior and perceptions of environmentally friendly products. This knowledge can inform the development of culturally attuned marketing strategies that effectively promote sustainability.
- Influencer marketing professionals should develop specialized training programs for green influencers to improve the communication of sustainability messages

and engage their audiences regarding environmental issues, practitioners can enhance the efficacy of influencer marketing endeavours that endorse eco-friendly products and companies.

Based on the the mediating effect of green brand attitude on the relationship between green influencers and green purchase intentions, the study recommends that:

- Environmental Protection Agency should institute regulations or enact legislation that ensures influencer marketing endeavours adhere to ethical principles, specifically in regards to endorsing environmentally sustainable products. In order to protect consumers from deceptive marketing strategies and foster trust in environmentally conscious companies, legislators may mandate transparency and authenticity in partnerships between influencers and brands.
- By judiciously incorporating environmentally conscious influencers into their marketing campaigns, businesses and marketers can apply the findings of this study. Businesses have the opportunity to improve their customer communications and cultivate positive brand perceptions through strategic partnerships with influencers who genuinely advocate for sustainability and environmental stewardship. Additionally, in order to maximise the effectiveness of influencer marketing endeavours, it is recommended that recipients of the study's results prioritise forming long-lasting relationships with influential figures who share their brand values and sustainability goals.
- Future researchers seeking to gain a deeper understanding of the influence of green influencers on consumer behaviour should employ a variety of methods. By integrating qualitative and quantitative methodologies, researchers can potentially attain a more comprehensive comprehension of the underlying mechanisms through which influencers shape brand perceptions and purchase intentions. Additionally, future research may investigate the long-lasting effects of influencer marketing on sustainable practices and consumer behaviour.

- It is recommended for practitioners within the influencer marketing sector to dedicate resources to training and development endeavours that are acutely aware of the environmental impact of their influencers. By imparting information regarding sustainability issues, employing effective communication strategies, and adhering to ethical marketing practices, professionals can facilitate a genuine connection between influencers and their audiences, thereby motivating them to select environmentally friendly products and fostering positive changes in behaviour. Furthermore, practitioners must prioritise the development of genuine relationships with influencers, predicated on shared values and reciprocal trust. This will enhance collaboration in the pursuit of sustainable development.

Finally, given that green trust moderates the relationships between green influencers, green brand attitude, and green brand association, the following recommendations are put across for the relevant stakeholders:

- For policy makers, it is recommended that Environmental Protection Agency enforce legislation or guidelines that mandate influencers to disclose sponsored content and adhere to ethical standards in their marketing practices. By promoting transparency and accountability in influencer marketing, policymakers can protect consumers and promote ethical behavior that aligns with sustainability goals. Additionally, fostering trust and authenticity in influencer-brand partnerships can help build a more reliable and credible marketing ecosystem.
- Businesses and marketers should prioritize building trust with consumers when engaging in influencer marketing campaigns. By developing genuine relationships with customers and ensuring transparency in their communication strategies, companies can influence consumer perceptions and attitudes towards sustainable products. Investing in trust-building efforts can positively impact purchase intentions and brand associations, ultimately leading to more successful marketing campaigns and increased consumer loyalty.

- Future researchers interested in influencer marketing and consumer behavior should explore the complexities of relationships between businesses and influencers. In the context of sustainability, studying how trust influences customer perceptions and behaviors can provide valuable insights for academics. By utilizing both qualitative and quantitative research methods, researchers can gain a deeper understanding of the dynamics between associations, trust, influencers, and brand perceptions, contributing to the advancement of knowledge in this field.
- Influencer marketing practitioners are encouraged to invest in trust-building strategies to enhance customer confidence in their brand and messaging. By prioritizing authenticity, fostering genuine connections with clients, and ensuring transparency in influencer collaborations, practitioners can effectively shape consumer behavior towards sustainable purchasing decisions. Cultivating trust in advertising efforts can lead to positive environmental outcomes

5.4 Limitation of the Study

The limitations of the study, while insightful, must be acknowledged to provide a comprehensive understanding of its scope and applicability. One significant limitation is the cross-sectional design, which captures data at a single point in time, thereby limiting the ability to establish causality and understand the long-term effects of green influencers and trust on consumer behavior. This design restricts the study from observing changes and trends over time, which are crucial for understanding the evolution of consumer attitudes and behaviors in response to green marketing strategies. However, the study mitigates this limitation by employing structural equation modeling (SEM) with partial least squares (PLS) to analyze the relationships between variables. This advanced statistical technique helps to uncover complex relationships and provides a robust analysis of the data, enhancing the reliability of the findings despite the snapshot nature of the data collection.

Additionally, the study's sample is confined to consumers in the Greater Accra and Ashanti regions of Ghana. This geographical limitation raises concerns about the generalizability of the findings to the broader population of Ghana or other countries with different cultural, social, and economic contexts. The diversity in consumer behavior across various regions and demographics necessitates a more inclusive sample to validate the applicability of the results across different settings. To address this, the study ensures a representative sample by selecting participants from the two most populous and economically significant regions in Ghana – Greater Accra and Ashanti. These regions encompass a diverse range of consumers, offering a microcosm of the broader Ghanaian population, which enhances the representativeness of the sample to some extent, providing a more generalized understanding of consumer behavior within the country.

Another critical limitation is the reliance on self-reported data, which is susceptible to social desirability bias and response distortions. Participants might provide answers they perceive as socially acceptable rather than their true opinions, particularly on sensitive topics like environmental issues. This bias can affect the validity of the findings, making it challenging to obtain an accurate measure of consumer attitudes and behaviors. The study counters this potential bias by using validated and reliable measurement instruments that have been previously tested and proven to minimize biases and ensure accurate data collection. Additionally, anonymity and confidentiality measures are employed to encourage honest responses from participants, thereby reducing the likelihood of social desirability bias.

Furthermore, the study focuses exclusively on the fast-moving consumer goods (FMCG) sector. Consumer behavior towards green products may vary significantly across different industries such as fashion, electronics, or automotive sectors. Hence, the insights derived from the FMCG sector may not be entirely applicable to other sectors, limiting the overall relevance of the study's findings. To mitigate this limitation, the study draws on theoretical frameworks and previous research from various sectors to support its hypotheses and discussions. This approach allows the

study to contextualize its findings within a broader theoretical landscape, offering insights that may be relevant beyond the FMCG sector. Moreover, the study encourages future research to apply its framework to other sectors to validate and expand its findings.

The absence of qualitative data is another limitation. While quantitative methods provide measurable and comparable data, they often overlook the depth and nuance of consumer motivations and attitudes. Incorporating qualitative methods, such as interviews or focus groups, could provide richer insights into the underlying reasons behind consumer behavior towards green products. To compensate for this, the study incorporates a comprehensive literature review that includes qualitative insights from previous studies. This integrative approach helps to provide a richer context and understanding of the quantitative findings, bridging the gap between numerical data and deeper consumer insights.

Finally, the lack of longitudinal data means that the study cannot track changes in consumer behavior over time, which is essential for understanding how green consumer behavior evolves and for identifying long-term trends and patterns. This limitation hinders the ability to draw conclusions about the sustainability of the observed behaviors and attitudes. To address this, the study proposes a follow-up research agenda that includes longitudinal studies.