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SUSTAINABLE PRODUCT PROMOTION AND BUYING BEHAVIOUR OF GENERATION Y CONSUMERS OF COCA-COLA PRODUCTS IN KWARA STATE

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Abstract
Despite increasing global concern for environmental sustainability, a significant gap remains between consumers' environmental attitudes and their actual green purchasing behaviour. Although firms increasingly adopt environmentally friendly marketing strategies, evidence on their effectiveness in translating environmental concern into real purchasing decisions, particularly in developing economies, remains limited. This study investigated the impact of sustainable product promotion on the buying behaviour of Generation Y consumers of Coca-Cola products in Ilorin metropolis in Kwara State, Nigeria. Using cross-sectional survey design, the data were obtained from 385 consumers of Coca-Cola through Cochran's (1977) formula which represents the infinite population of Generation Y in the study area. An

adapted questionnaire was used to measure sustainable promotion and buying behaviour of products. Data was analysed with the help of descriptive statistics (mean and standard deviation) and inferential statistics (regression analysis). The results show that sustainable product promotion has positive and significant impact on the buying behaviour of Generation Y consumers ($R^2 = 0.493$, $\beta = 0.702$, $p < 0.001$), supporting the positive impact of eco-friendly marketing initiatives on consumer engagement and buying decisions. The study adds to the literature on green marketing in emerging economies and offers practical insights for firms looking to exploit sustainability as a source of competitive advantage. It is recommended that Coca-Cola and similar firms should bolster eco-friendly promotion strategies, increase consumer awareness and provide engagement initiatives to reinforce environmentally responsible purchase behaviour.

Keywords: Sustainable product promotion, Buying behaviour, Generation Y, Eco-friendly marketing

JEL Codes: M31, Q56, D12, L66

INTRODUCTION

Understanding consumer buying behaviour has become a strategic need for businesses to pursue competitive advantage in today's marketplaces. In advanced economies like the United States, the United Kingdom and the European Union, companies that include global brands like The Coca-Cola Company have increasingly promoted the promotion of sustainable products in order to appeal to Generation Y who are environmentally-conscious (Millennials) (Kowalska et al., 2021). Studies from Kamalanon et al. (2022); Correia et al. (2023) Europe and North America indicate that Millennials are one of the most environmentally conscious cohorts of consumers, showing an increased preference for environmentally friendly packaging, sustainable product messaging and socially responsible brands, which is supported by evidence that green promotional communication holds significant power to reinforce environmentally driven purchase decisions. These markets have experienced steady growth in the consumption of green products due to the strong environmental regulations, the enforcement of sustainability standards, and high level of environmental literacy among consumers (Armutcu et al., 2024).

In the developing countries especially in Asia and Latin America, the promotion of sustainable products is gaining momentum but is still facing structural challenges such as low purchasing power, weak regulatory framework, inadequate infrastructure, greenwashing among others (Zapata-Cantu & González, 2021). In countries like India, Brazil, and Malaysia, though many of the Generation Y consumers are concerned with environmental issues such as increasing plastic waste pollution, there is a significant disconnect between their environmental preferences and their actual purchasing behaviour. The major factors that contribute to this gap

are affordability, irregular sustainable marketing and low enforcement of regulations in these markets. Sobuj et al. (2021) and Tan et al. (2022) has found that while young consumers want to buy eco-friendly products, their buying decisions are often overridden due to price sensitivity, perceived behavioural control and trust in brand claims in line with the extended theory of planned behaviour about green purchase behaviour.

Within Africa, the issue of sustainable consumption is still evolving. Environmental awareness campaigns and corporate sustainability efforts are on the rise in most countries in Sub-Saharan Africa but the levels of consumer reaction are still mixed, with the question of how best these efforts are adapting to purchasing behaviour still remaining a mystery. Empirical studies have shown that while young consumers in Africa are willing to support socially responsible brands, limited exposure to sustainability education, low disposable income, and limited access to eco-friendly alternatives limit the number of consumers that adopt this new concept (Asagba & Onoriode, 2025; Muchenje, 2024). Despite these challenges, there is a gradual increase in green marketing practices throughout the continent in beverage, food and personal care sectors. In Nigeria, sustainable marketing, especially sustainable promotion of products, is still in the early stages of development (Ibrahim et al., 2025). Although regulatory organisations, including National Agency for Food and Drug Administration and Control and Standards Organisation of Nigeria, oversee product quality, regulations on sustainability are not strongly enforced. Consequently, many firms do not take full advantage of sustainable product promotion and consumers are often unaware of the environmental benefits linked to green products. Nevertheless, Generation Y consumers in Nigeria born between 1981 and 1996 represent a fast-growing consumer segment with growing digital engagement and international exposure to the sustainability movements, as well as rising eco-conscious preferences. In industries which include the soft drink business, some businesses like Coca-Cola Nigeria Limited have started to leverage the dimension of sustainable marketing ball of sustainability-themed advertising campaigns, packaging innovations and recycling programmes. However, there is still not enough evidence to determine the impact of these strategies on Generation Y's buying behaviour, which is also suggested in the recently conducted studies on the pattern of green product adoption in Nigeria (Kowalska et al., 2021). In Kwara State the adoption of sustainable product promotion in the carbonated soft drink market is growing but limited. The youth population, Generation Y in particular, is a significant consumption of the Coca-Cola products in tertiary institutions, workplaces and social places (Indirs & Birhan, 2024). However, empirical research on the influence of sustainability-based promotional messages, awareness of recyclable packaging, or sustainability activities by corporations on consumer product choices has not been sufficient.

Sustainable product promotion includes eco-friendly messaging, green advertising, sustainability cues and information that influences the consumer's perception of

environmentally responsible brands. Research shows that green promotional communication is a significant factor for increasing consumers' intention to purchase sustainable products, provided that such communication is credible, clear and value-driven (Correia et al., 2023). For instance, persuasive sustainability messages enhance the environmental attitudes of consumers, which then influence their purchase behaviour. Empirical evidences from extended behavioural models prove that attitudes, subjective norms and perceived behavioural control are all factors influencing green product buying decisions (Kamalanon et al., 2022). Additionally, factors such as environmental concern, awareness of eco-labels, perceived product quality and corporate credibility have important roles in predicting actual purchasing behaviour (Armutcu et al., 2024). Among the young consumers, especially Millennials, promotional cues such as recyclability, waste reduction messages, and sustainability storytelling significantly strengthen the decision to choose green products (Tan et al., 2022). In Nigeria, sustainable promotional practises have been found to affect consumer behaviour as research has shown that green marketing dimensions, such as eco-advertising and eco-packaging, had a positive impact on purchase decisions among consumers in the beverage industry (Asagba & Onoriode, 2025). Moreover, when combined with sustainability cues, sales promotion strategies boost consumer purchase of fast moving goods by influencing value perceptions as well as building trust with the brand (Ibrahim et al., 2025). These findings altogether support the study's interest in knowing the influence of sustainable product promotion on Generation Y buying behaviour, especially in the market of Coca-Cola in Kwara State.

Despite the worldwide movement towards sustainability, there is still a large divide between environmental concern and green purchasing behaviour which is a contradiction that can be seen in both developed and developing countries. While it is not to be doubted that Coca-Cola has incorporated sustainability themes such as recyclable packaging and "World Without Waste" campaigns into the promotional strategies of the company, it is not quite clear whether Generation Y consumers in Kwara State may perceive, understand or be influenced by this. Existing research such as Asagba and Onoriode (2025); Olowoyin (2021) on consumption of green products in Nigeria are largely on food, energy, household goods or general environmental behaviour with little attention paid to promoting sustainable products in the soft-drink industry. Moreover, consumer behaviour in Kwara State has been largely built on brand loyalty, taste preference and affordability, which leaves unanswered questions on the role of sustainability cues in driving purchasing behaviour among the Millennials. The lack of localised empirical evidence means that it is challenging for firms to create strategic promotional campaigns with a sustainability focus targeted at this demographic.

This study is motivated by a growing awareness in the global market regarding the importance of sustainable product promotion in the consumption behaviour of Millennials. As Generation Y consumers play an increasingly influential role in

setting market trends around the world, it is becoming important to understand how sustainability messaging influences their buying decisions, particularly in emerging markets such as Nigeria, where there is a limited body of research. The soft-drink industry is very competitive and firms such as Coca-Cola Nigeria Limited invest heavily in marketing communications. Examining the extent to which sustainable product promotion on the buying behaviour of Generation Y consumers in Kwara State will yield insight into theory and practice. The findings will help firms structure an efficient sustainability-driven marketing strategy, policymakers in fostering environmental responsibility, and consumers in raising environmentally conscious consumption. Hence, this study examines the effect of sustainable product promotion on Generation Y's buying behaviour, particularly within the Coca-Cola market in Kwara State.

LITERATURE REVIEW

Theoretical Review

This study adopted the Extended Theory of Planned Behaviour (ETPB) as its main theoretical base. The original Theory of Planned Behaviour is the theory proposed by Icek Ajzen in 1991 which holds that behavioural intention is determined by attitude toward the behaviour, subjective norms, perceived behavioural control which is predictive of actual behaviour. The extended form of this model expands the model with more variables such as environmental concern, moral obligation, perceived green value, and consumer trust, factors that are especially important in sustainability-oriented consumption. In the context of sustainable product promotion in the Coca-Cola market in Kwara State, the Extended Theory of Planned Behaviour (ETPB) aids in explaining the process of Generation Y consumers forming purchase intentions for environmentally responsible products. Sustainable promotional cues, including those relating to recycling and carbon reduction as well as eco-friendly bottling, influence consumers' attitudes and perceived value. Similarly, the growing social pressure on young consumers to endorse environmentally conscious brands enhances subjective norms while the availability and convenience of sustainable products give rise to perception of behavioural control. Generation Y (those born between 1981 and 1996) is especially known for its eco-conscious consumption patterns and digital engagement and receptivity to sustainability themed promotions. Therefore, the Extended Theory of Planned Behaviour (ETPB) offers a powerful behavioural lens through which their sustainable buying behaviour can be understood. Prior studies (Paul et al., 2016; Yadav & Pathak, 2017) have validated the ETPB's relevance in explaining green consumption, making the ETPB a suitable tool for understanding the influence of sustainable product promotion on the purchasing decision of Generation Y consumers on the Coca-Cola market in Kwara State.

To further support the theoretical orientation, Sustainability Theory is used as a complementary framework. Rooted in the work of Elkington and Rowlands (1999),

Sustainability Theory places emphasis on the need for organisations to balance economic, environmental and social performance which is an idea popularly referred to as the Triple Bottom Line. For a global beverage company like Coca-Cola, for example, sustainability means less plastic waste, environmentally friendly packaging and recycling initiatives and communicating about them transparently to the consumer. In the Kwara State market, where environmental issues such as waste management, and plastic pollution are rising, Sustainability Theory is useful in explaining why Coca-Cola is gradually moving towards sustainable strategies in promoting its products. These practices go beyond marketing and are embody long term corporate commitments to environmental stewardship and responsible production. By promoting eco-friendly packaging, recycling programmes and sustainability-based campaigns, Coca-Cola positions itself in line with both the sustainability expectations of the global population and the values of the Gen Y customers who demand ethical brand behaviour. Sustainability Theory therefore complements Extended Theory of Planned Behaviour (ETPB) by offering a justification of sustainability marketing initiatives from a source-based perspective. While the ETPB explains how and why Generation Y consumers respond to sustainable promotional cues, Sustainability Theory explains why Coca-Cola implements those sustainability strategies in the first place.

The incorporation of the Extended Theory of Planned Behaviour and the Sustainability Theory provides an integral framework for understanding the dynamics between the sustainable product promotion and the buying behaviour of Generation Y consumers in the Coca-Cola market in Kwara State. The ETPB describes the psychological and social factors that affect sustainable choices among young consumers, while Sustainability Theory places Coca-Cola's sustainable promotional strategies in the context of overall environmental responsibility. Together both theories are in justification of the relevance, direction and expected outcomes of the study.

Empirical Review

Tan et al. (2022) empirically examined the role of brand image and brand trust to the relationship of green marketing components and consumer purchase intention in Pakistan. The survey research design was adopted and the sample size of 300 respondents was selected for the study. Structural equation modelling was used to test the hypotheses. The results showed that there is a considerable positive relationship between practical green marketing approaches and purchase intention. The result showed high ecological qualities of green products in creating a positive intention towards customer's choice. Although the research is informative about the consumer perceptions in a developing economy, it concentrates on purchase intention, but not the actual buying behaviour. Moreover, its results are local to Pakistan and can thus not be generalized to other emerging markets like Nigeria. As a result, it is necessary to conduct additional empirical research that will explore the effects of green marketing strategies on the actual consumer purchasing behaviour

across various contexts in developing countries.

Asagba and Onoriode (2025) studied the impact of marketing of green products and consumer buying behaviour of brewery firms, south-south Nigeria. The study adopted a cross-sectional survey design using a survey research strategy with a population of 28,829,288 brewery Product consumers in the selected bars in South-South, Nigeria, with a sample of 400 customers drawn from the selected bars in the region using Taro Yamane's formula and stratified sampling technique. Data collection method was through self-administered questionnaire, and the method used to analyse the quantitative data was the Spearman Rank-Order Correlation Coefficient statistical tool. The findings showed that green product marketing in the form of green product quality as well as eco-labels is supporting consumer buying behaviour of brewery products, including the repetition of purchase intention, customer referrals, and the customer's brand loyalty. This research yield good evidence that green product quality and eco-labelling is positive and have significant effect on repeat purchase, customer referral, and brand loyalty among brewery consumers in South-South Nigeria. The sample is representative and the methodology is proper. The study is based on self-reported questionnaires and Spearman correlation, which has limitations for drawing causal relationships. It also only focuses on brewery products and there is a gap for other FMCG sectors such as soft drinks which is covered in your study.

Armutcu et al. (2024) expand the theory of planned behaviour (TPB) model and contribute to the relevant literature by investigating the factors of social media usage, social media marketing and digital marketing interactions that have not been investigated before in relation to green product purchasing behaviour. Data was obtained from 409 respondents with SmartPLS 4.0 and IBM SPPS 26 statistical programmes. The study findings revealed that all the structural elements of TPB (attitude, subjective norms, personal behaviour controls) and social media marketing and digital marketing interactions are contributing to the green product purchasing behaviour of consumers. The study has further expanded the TPB model by considering the factors related to social media and digital marketing, showing that attitude, subjective norms, and perceived behavioural control affect the purchase of green products, which was then tested for Turkey. Despite, the inclusion of digital marketing, the study points out that social media was not very effective, implying on contextual limitations. More than that, the findings are culture specific and it is not certain how the results can be directly applied to Nigerian Generation Y consumers.

Kamalanon et al. (2022) suggested relationships between environmental concerns of consumers, environmental image of the company perceived by consumers, consumer innovativeness and environmental knowledge of consumers with the green product purchase behaviour of consumers. The research was quantitative in nature to gather data using online questionnaires, using Amazon Mechanical Turk. With 974 samples that could be used, the data was analysed using structural equation modelling (SEM) by using Smart PLS. The results showed that green purchase

intention positively and significantly affect the green purchase behaviour. Moreover, the result of the multigroup analysis indicated that the direct influence of green purchase intention on the green purchase behaviour was found to be higher in developing countries than in developed countries. This research delivers a comprehensive ETPB model between environmental concern, perceived company image and consumer innovativeness and the possible associated green purchase behaviour. It focuses more on stronger effects in the developing countries, which is consistent with your Nigerian context. Although the large-sample SEM reinforces validity, the study was conducted with an online MTurk sample, which cannot necessarily reflect consumer behaviour in the real world in different socioeconomic strata, especially for areas such as Kwara state.

Correia et al. (2023) investigated the effect of consumers' attention to the green marketing communication of companies on consumers' green purchase behaviour. It also analyses the importance of the characteristics of the consumers in their attention toward the green marketing communication of companies. An online survey was conducted among the population that lives in Portugal aged over 18 years, which meant that we managed to obtain 690 valid answers. Data analysis techniques such as descriptive analyses, parametric and non-parametric tests, linear correlation and regression analysis were applied. The results concluded that the consumers are attentive to the green marketing communication of companies. The research offers valuable insights into the attentiveness of consumers but is restricted to the European environment where awareness of the environment and enforcement of regulations is higher than in Nigeria. It may not be a reflection of barriers such as low green literacy and limited access to eco-friendly products in emerging markets.

Ibrahim et al (2025) found out the effectiveness of sales promotion strategies on consumers patronage of FMCG. A Self-structured questionnaire on consumers of Unilever products using purposive sampling was used for the study with a total of 122 respondents. Descriptive and inferential statistics was utilised for the study. Hypotheses were tested using ordinal regression analysis with data analysis taking place in the software package (SPSS) version 26 (Statistical Package for Social Science). The results of this study showed that the use of sales promotion techniques such as discounts, coupons, freebies and in-store adverts play a significant role in influencing customers to make purchases. Hence, the research recommended that manufacturers and retailers use coupons more frequently in their marketing campaigns as this will make uninformed customers to become more knowledgeable on coupons and their applications. Nonetheless, this study is located within the context of regular promotional performance, as opposed to the environment of sustainable or green product marketing. It also contributes to the environmentally friendly consumer behaviour indirectly, implying that the research should be complemented with research specifically dedicated to sustainable marketing strategies.

Methodology

This research work employed a cross-sectional survey design to examine the effect of sustainable product promotion on the buying behaviour of Generation Y consumers in the Coca-Cola market in Kwara State. A cross-sectional approach is appropriate because it enables the collection of data from a large number of respondents at a single point in time, which enables the researcher to determine the perceptions and behavioural tendencies of consumers as they currently stand. The population of the study is all the consumers of Coca-Cola Nigeria Limited in Ilorin metropolitan area which is considered infinite. The study was limited to Ilorin metropolis due to large population and economic advantage of the area. Since the numbers of Coca-Cola consumers in the city are large, fluid and virtually countable distributed among supermarkets, eating places, campuses, retail outlets and workplaces the population is considered to be infinite. In studies of fast-moving consumer goods (FMCGs), such as Coca-Cola beverages, the population size cannot be accurately determined, so an infinite population assumption is justified methodologically and also consistent with the marketing research conventions. In order to obtain an adequate size for sampling from this infinite population as per the guideline of Cochran (1977) and keeping in mind the possible response expectations, the final sample size in this study is taken to be 385 respondents with 379 valid responses received. This sample size is robust enough to ensure statistical power, representativeness, and generalizability across Generation Y consumers in Ilorin metropolis and at the same time to maintain methodological rigours.

Multi-stage sampling procedure was adopted for the study. First, Ilorin metropolis was stratified to major consumer zones like shopping malls, tertiary institutions, restaurants/fast food centres, and open markets where Coca-Cola products are widely purchased and consumed. Within these strata, a convenience and intercept-based approach was used to get active Coca-Cola consumers directly at points of purchase/consumption. This method is warranted because the consumers of Coca-Cola are mobile and spread out over a large area which makes probability sampling impossible. The intercept technique ensures that only the actual consumers of Coca-Cola products particularly those within the Generation Y demographic who participate in the survey. Data were gathered by the use of a structured questionnaire based on extant scales in the green marketing, sustainability communication and consumer buying behaviour literature (Paul et al., 2016; Yadav & Pathak, 2017). The instrument measured constructs such as sustainable product, green advertising, and recycling programmes attitude towards attitude and the buying behaviour of Generation Y consumers. All items were measured in a 5-point Likert scale from strongly disagree (1) to strongly agree (5). The use of adapted instruments allows to increase reliability, conceptual correspondence to previous empirical studies and comparison with the international studies on green consumption.

The instrument was content and face validated by expert reviews to ensure clarity, relevance and alignment with the objective of the study. Reliability was determined

with the use of Cronbach's alpha with the threshold of at least 0.70 being considered to indicate internal consistency as recommended by Nunnally and Bernstein (1994). The data collection process was a combination of distribution of physical questionnaires and electronic administration using Google Forms. This multi-mode approach to data collection allowed for greater reach, especially for digitally active Generation Y consumers, as well as a better response rate and flexibility and efficiency. Data analysis was performed with the help of descriptive and inferential statistical techniques. Descriptive statistics such as frequencies and percentages, means and standard deviations summarised the demographic characteristics of respondents as well as the distribution of the key variables. Inferential analysis was used to investigate the direction, strength and significance of relationship between sustainable product promotion and buying behaviour through multiple regression. Using these inferential methods ensured rigorous hypothesis testing and fit the analytical requirements of high-quality scholarly publications.

RESULT AND DISCUSSION

This section presented result and discussion of findings. Valid and completed responses were received from 379 respondents which represented 98.4%.

Variable	Category	Frequency (n)	Percentage (%)
years)		132	34.8
	33–37 years	148	39.0
	38–43 years	99	26.2
Educational Qualification	OND/NCE	72	19.0
	HND/Bachelor's Degree	191	50.4
	Master's Degree	89	23.5
	Others	27	7.1
Occupation	Student	96	25.3
	Civil Servant	71	18.7
	Private Sector Employee	118	31.1
	Entrepreneur/Self-employed	69	18.2
	Others	25	6.6
Frequency of Coca - Cola Consumption	Daily	63	16.6
	2–3 times weekly	142	37.5
	Once weekly	98	25.9
	Occasionally	76	20.0

Source: Field Survey (2026).

The demographic distribution of the respondents gives important insights into the

nature of the Generation Y consumers participating in the Coca-Cola market within Ilorin metropolis. The age profile indicates that most are in the 33-37 years age category (39.0%), followed by those aged 28-32 years (34.8%), confirming that the study was able to capture the core Generation Y cohort who, in the literature, are increasingly identified as being highly responsive to sustainability-driven marketing communications. The educational profile further supports this position, with the majority of respondents holding HND/Bachelor's degrees (50.4%) and a good proportion holding Master's degrees (23.5%). This high level of educational attainment means that it is likely that the consumers included in the sample have a higher level of awareness and understanding of sustainability messages incorporated in product promotions, which is critical to a study looking at sustainable product promotion and buying behaviour. Occupational distribution shows that the people who work in the private sector are the largest group (31.1%), followed by students (25.3%) and civil servants (18.7%). These groups are active consumers with regular exposure to commercial advertising and digital promotional content and therefore are suitable for evaluating the influence of Coca-Cola's sustainability messages on purchasing decisions. In addition, the stability of income associated with these occupations creates the basis for a stable purchase behaviour, particularly in the carbonated beverage market. Consumption frequency patterns indicate that (37.5%) of respondents consume Coca-Cola products 2-3 times per week, whereas (25.9%) of them consume the product once per week. This suggests a high level of brand engagement and frequent conditions of product experience that are necessary to evaluate the question of whether sustainable product promotion influences actual buying behaviour by Generation Y consumers. Collectively, these demographic characteristics strongly align with the objective of this study as they represent a population with awareness, exposure and purchasing frequency capable of providing reliable insights to the impact of sustainability cues on consumer choices in the Coca-Cola market in Ilorin metropolis.

Table 2: Descriptive Statistics of Sustainable Product Promotion and Buying Behaviour

Variable	Sub-Construct / Item	Mean (X)	Standard Deviation (SD)
Sustainable Product Promotion (SPP)	I am aware of the eco -friendly packaging of Coca-Cola products	4.12	0.73
	I am aware of the re cycling initiatives and promotions	3.89	0.81
	I am aware of the sustainability messages in advertising of Coca-Cola company	4.05	0.76
	I am aware that Coca -Cola company participate in environmental campaigns	3.78	0.85

Buying Behaviour (BB)	I have preference for eco-friendly products	3.94	0.79
	I am willingness to pay premium for sustainable products	3.72	0.84
	I frequently purchase products with sustainability cues	3.88	0.80
	I will recommend sustainable products to others	3.91	0.77

Source: Field Survey (2026).

The descriptive statistics reflect that the level of awareness and participation of the Generation Y consumers in Ilorin in the promotion of sustainable products by Coca-Cola is moderate. Among the sustainable product promotion sub-constructs, the mean value of awareness of eco-friendly packaging was the highest reported by respondents (M = 4.12, SD = 0.73), implying that packaging initiatives are the most obvious sustainability efforts. Sustainability messages in advertising also scored relatively high (M = 4.05, SD = 0.76), which is a reflection that the promotion campaigns are reaching the target audience effectively. Lower levels were recorded in participation for environmental campaigns (M = 3.78, SD = 0.85), suggesting that participation initiatives targeting direct engagement by consumers are less common or accessible for Generation Y consumers.

For Buying Behaviour, respondents showed moderate to high involvement with sustainable product choices with the highest mean reported for preference for eco-friendly Coca-Cola products (M = 3.94, SD = 0.79). While willingness to pay a premium for sustainable products had the lowest mean (M = 3.72, SD = 0.84), it still reflects a positive inclination to sustainability driven consumption. Overall, the fairly small standard deviations across all items suggest consistent perceptions of respondents. These results indicate that Coca-Cola's sustainability product promotion strategies are recognised by Generation Y consumers, and are having a moderate effect on their purchase behaviour, consistent with the study's objectives to explore the relationship between sustainability messaging and consumer purchase behaviour.

Test of Hypothesis

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.702[a]	.493	.492	.718

a. Predictors: (Constant), Sustainable Product Promotion

The model summary in Table 3 shows the existence of a strong relationship between Sustainable Product Promotion (SPP) and the buying behaviour of Generation Y consumers of Coca-Cola in Ilorin metropolis. The R value of 0.702 indicates that there is a significant positive correlation between the predictor and the dependent variable. The R^2 value of 0.493 indicates that about 49.3% of the variance in buying

behaviour is explained by sustainable product promotion, which means sustainable product promotion is a significant determinant of Generation Y consumers' purchasing decisions. The adjusted R2 of 0.492 reflects the number of predictors and verifies the reliability of the model. Additionally, there is a moderate level of dispersion of predicted values as indicated by the standard error of the estimate (0.718), which suggests that the model predicts consumer buying behaviour with reasonable accuracy. Overall, this summary shows that the promotion of Coca-Cola's sustainable products has significant impact on the purchasing behaviour of the target population of Generation Y.

Table 4: ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	189.419	1	189.419	367.067	.000[b]
	Residual	194.544	377	.516		
	Total	383.963	378			

a. Dependent Variable: Buying Behaviour

b. Predictors: (Constant), Sustainable Product Promotion

The result of the analysis of variance (ANOVA) indicates that the model is statistically significant ($F = 367.067$, $p < 0.001$) which indicates that sustainable product promotion is a significant predictor of the buying behaviour of Generation Y consumers of Coca-Cola in Ilorin metropolis.

Table 5: Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	T	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.298	.167		7.786	.000	.971	1.626
	Sustainable Product Promotion	.720	.038	.702	19.159	.000	.646	.793

a. Dependent Variable: Buying Behaviour

The results in Table 5 show that Sustainable Product Promotion has a positive and significant effect on the buying behaviour of Generation Y consumers in Ilorin metropolis. In particular, the unstandardised coefficient ($B = 0.720$, $p < 0.001$) indicates that for every unit increase in sustainable product promotion there is a corresponding 0.720-unit increase in buying behaviour. The standardised coefficient (beta = 0.702) also further confirms that this is a strong effect, and that 95% confidence interval (0.646 to 0.793) does not contain zero, and thus the relationship is statistically significant. Based on these results, the null hypothesis which stated that Sustainable product promotion has no significant effect on buying behaviour is rejected while the alternative hypothesis which stated that Sustainable product promotion has a positive and significant effect on buying behaviour of Generation Y

consumers is accepted. This confirms that the sustainability initiatives by Coca-Cola affect the purchase decisions of Generation Y consumers meaningfully in the study area.

Discussion of Findings

The results of this study shows that sustainable product promotion has a positive and significant effect on the buying behaviour of Generation Y consumers of Coca-Cola in Ilorin metropolis. The results of the regression showed that sustainable product promotion is able to explain about 49% of the variance in buying behaviour with a strong standardised effect (beta = 0.702, $p < 0.001$). This shows that Generation Y consumers are sensitive to marketing efforts aimed at sustainability, such as using an eco-friendly packaging, recycling campaigns, and sustainability-focused advertising, and that this can significantly impact their purchasing decision. Consequently, the null hypothesis has been rejected and the alternative hypothesis, which states that the promotion of the sustainable product can have a positive and significant effect on buying behaviour, was accepted.

These results are consistent with the findings of Kamalanon et al. (2022), who emphasised that the purchase behaviour of green products by consumers is highly determined by sustainability awareness and perceptions, explained through the Extended Theory of Planned Behaviour (ETPB). The theory suggests that the attitude, perceived behavioural control and subjective norms of consumers have a lot of effect on their intention to buy eco-friendly products. In the context of the Coca-Cola consumers in Ilorin, the promotion of sustainable products seems to improve positive attitudes and perceived behavioural control and this improved the environmental responsibility purchasing behaviour of the Millennials. Similarly, the results are consistent with the work of Correia et al. (2023) which emphasised the role of green marketing communication, in terms of eco-labelling, sustainability communication and environmental campaigns, in terms of direct effect on consumer's green purchase behaviour. The descriptive results from this study show that Generation Y consumers are most aware of Coca-Cola's eco-friendly packaging and sustainability advertising, suggesting the effectiveness of these communication strategies in influencing purchase intentions, in accordance with the literature in general on the effectiveness of green marketing. Furthermore, the findings are in resonance with Asagba and Onoriode (2025), who studied the marketing of green products in the brewery industries in Nigeria and found that promotion for environmental protection and environmentally conscious messages have a significant influence on consumer buying behaviour. This similarity shows that even in emerging economies where sustainable marketing is in its infancy, Millennials are showing increased responsiveness to environmentally responsible brand initiatives.

Overall, the results support the view that sustainable product promotion is not only a corporate social responsibility strategy, but it is also a practical marketing tool that can affect Generation Y consumers' buying behaviour. By reinforcing positive

attitudes and perceived behavioural control, Coca-Cola's sustainability initiatives are consistent with theoretical expectations (ETPB) and empirical evidence from other markets and emphasise the importance of incorporating sustainability into core marketing strategies to drive consumption in emerging economies.

CONCLUSION AND RECOMMENDATION

This research studied sustainable product promotion and purchasing behaviour of Generation Y consumers of Coca-Cola in Ilorin metropolis, Kwara State. The results show that sustainable product promotion positively and significantly affect the purchase behaviour of Millennials, with almost half of the variation in purchase behaviour explained by sustainability-driven marketing initiatives. Specifically, the use of eco-friendly packaging, sustainability-oriented advertisements, recycling programs, and corporate environmental initiatives were identified as important influences on consumer attitude and purchase intention. The study does confirm that Generation Y consumers are sensitive to environmental cues and that incorporating sustainability into promotion of the product will increase both consumer engagement and brand loyalty. These results are consistent with Extended Theory of Planned Behaviour which highlight that attitude, perceived behavioural control and subjective norms are key actors in decision making to buy eco-friendly products and are consistent with earlier research related to green marketing communication and consumer behaviour both in developed and emerging markets (Kamalanon et al., 2022; Correia et al., 2023; Asagba & Onoriode, 2025). Overall, the study presents evidence that sustainable product promotion is not only a corporate social responsibility practise but also a strategic marketing tool capable of influencing the consumption pattern of Generation Y in the soft drink market in Nigeria.

Based on the findings, the study recommended that Coca-Cola Nigeria Limited should step up efforts to communicate sustainability initiatives to Generation Y including targeted advertising, social media campaigns and eco-labelling in order to create awareness and influence the buying behaviour of Generation Y consumers.

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