



PERCEIVED GREEN PRICE FAIRNESS AND ENVIRONMENTAL AWARENESS AS PREDICTOR OF CUSTOMER SATISFACTION AMONG CONSUMERS OF NIGERIAN CONSUMER GOODS MANUFACTURER

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Perceived green price, customer satisfaction, environmental awareness, emerging markets, willingness to pay, green marketing

ABSTRACT

This study investigates the influence of perceived green price and environmental awareness on customer satisfaction amongst consumers of Nigerian consumer goods manufacturing firms. Grounded in stakeholder theory and the Theory of Planned Behaviour. The quantitative cross-sectional research design was adopted, with data collected from a sample of consumers in Lagos State. Structural equation modelling was applied via IBM SPSS AMOS to test the hypothesised relationships. Confirmatory factor analysis confirmed satisfactory construct reliability and validity across all three latent variables, and model fit indices met or exceeded all recommended thresholds. The results show that perceived green price exerts a strong and statistically significant positive effect on customer satisfaction ($\beta = 0.622, p < 0.001$), whilst environmental awareness also produces a significant positive effect ($\beta = 0.386, p < 0.001$). Perceived green price accounts for the dominant share of explained variance, with the structural model explaining 51.3% of the variation in customer satisfaction. These findings challenge the prevailing assumption that price sensitivity in emerging markets undermines green pricing strategies, and confirm instead that transparent, value-based green pricing substantially raises consumer satisfaction when credibly linked to genuine environmental investment. The study contributes to the cross-cultural validation of stakeholder theory and the Theory of Planned Behaviour in green marketing research and offers actionable guidance for managers and policymakers seeking to advance sustainable consumption in Nigeria.

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1.0 Introduction

Introduction

Pricing sits at the heart of the marketing mix, and its relationship with green product attributes has become one of the most commercially contested questions in contemporary marketing (Lopes et al., 2024). Firms committed to genuine sustainability carry real cost burdens: certified inputs, energy-efficient processes, and eco-friendly packaging all add to unit costs in ways that conventional production does not (Ghosh et al., 2025). Recovering these costs requires price premiums, yet a large share of consumers, particularly in emerging economies, resist premium pricing on grounds of affordability (Tan et al., 2025). Perceived green price strategies attempt to resolve this tension.

Perceived green price refers to how far consumers recognise and accept that a product's price genuinely reflects its environmental production costs (Wang et al., 2023). When consumers view a premium as credible, they read it as a signal of authentic environmental commitment rather than opportunistic profit-seeking (Ma et al., 2023). This credibility connects directly to satisfaction outcomes, since satisfaction in green markets depends not only on functional performance but on alignment between

environmental claims and actual product delivery (Sah et al., 2025).

Environmental awareness shapes how consumers process these price signals. Consumers with strong ecological values are more likely to judge a green premium as fair and proportionate (Islam et al., 2024). The Theory of Planned Behaviour positions such awareness as a cognitive antecedent that influences attitudes, reinforces sustainability norms, and strengthens perceived behavioural control when prices are seen as justified (Ajzen, 1991). Without accounting for this variable, assessments of the price-satisfaction relationship remain incomplete.

Customer satisfaction, the outcome variable here, reflects the judgment consumers form when actual product performance is weighed against prior expectations (Sah et al., 2025). In green markets, this expectation structure is more demanding: environmentally aware consumers hold dual expectations covering both functional quality and credible environmental value (Alkasim & Emeka, 2025). Pricing transparency and perceived fairness are amongst the most consistent predictors of satisfaction in consumer goods markets (Boca et al., 2025), which places perceived green price at the centre of this study. Wang et al. (2023) confirmed that consumers who regard a green premium as

genuinely justified report notably higher satisfaction than those who question its fairness.

Statement of the Problem

Whilst scholarship on green marketing has grown considerably, how perceived green price strategies succeed or fail in emerging markets remains poorly understood (Wang et al., 2023). Nigerian studies have begun to address this gap. Alkasim and Emeka (2025) confirmed that perceived green price shapes purchase decisions through value perception in the FMCG sector; Philip (2024) showed Lagos consumers will accept a 15-20 percent premium when environmental value is clearly communicated; and Asagba and Onoriode (2025) demonstrated that green marketing elements build brand trust at the Nigerian Bottling Company. None of these studies, however, examined the green price-satisfaction relationship across multiple firms, nor did any integrate environmental awareness as a co-predictor of satisfaction alongside perceived green price. This study fills three specific gaps: it provides multi-firm empirical evidence on the perceived green price-satisfaction relationship in Nigeria, sampling consumers across twelve publicly listed consumer goods firms in Lagos State; it integrates environmental awareness as a co-predictor to capture the

cognitive dimension of price evaluation; and it employs PLS-SEM, which allows simultaneous estimation of both predictors whilst accounting for measurement error. The findings carry practical relevance for pricing strategy, green marketing theory, and the design of regulatory incentives for sustainable production in Nigeria's consumer goods sector.

Literature Review

Conceptual Review

Perceived Green Price

Perceived green price describes the practice of setting prices for environmentally friendly products in a way that accounts for the added costs of sustainable production, including renewable material sourcing, energy-efficient processing, and eco-friendly packaging, whilst communicating the environmental value of these investments to consumers (Wang et al., 2023). Unlike conventional cost-plus pricing, it carries a dual function: recovering higher production costs and signalling to consumers that a premium reflects genuine environmental investment rather than opportunistic margin extraction (Ma et al., 2023).

Xu et al. (2025) demonstrated that well-structured green pricing strategies improve firm profitability where demand is sufficiently responsive to environmental

value signals. Correia et al. (2023) identified consumer willingness to pay, production cost recovery, market competition, and pricing transparency as the four factors that jointly determine the feasibility of green pricing in any given market. Philip (2024) provided evidence directly relevant to the Nigerian context, finding that Lagos consumers are prepared to accept a 15-20 percent premium for eco-friendly products when the environmental value proposition is credibly communicated. This is significant because it suggests that even in price-sensitive markets, the green price-satisfaction relationship can be positive when value communication is handled effectively (Tan et al., 2025).

Competitive dynamics also matter. In markets where multiple firms offer comparable green products, sustaining a price premium requires credible differentiation through authenticity, certification, and transparent environmental performance reporting (Correia et al., 2023). Firms that achieve this differentiation are predicted, by both stakeholder theory and the Theory of Planned Behaviour, to generate higher consumer satisfaction by aligning their pricing with the values and expectations of environmentally aware consumers.

Environmental Awareness

Environmental awareness refers to how well a consumer understands ecological problems, their causes, and the role that consumption plays in either worsening or alleviating them (Islam et al., 2024). Within the Theory of Planned Behaviour, this awareness shapes attitudes towards green purchases, reinforces socially driven sustainability norms, and increases the perceived reasonableness of green price premiums (Ajzen, 1991; Xu et al., 2025). Consumers who score higher on environmental knowledge are more inclined to interpret a green premium as legitimate rather than exploitative, which in turn conditions their satisfaction with the purchase (Alkasim & Emeka, 2025; Olanakanmi et al., 2024).

Philip (2024) found that environmental awareness significantly moderates willingness to pay green premiums amongst Lagos consumers, whilst Xu et al. (2025) demonstrated that the positive effect of perceived green price on satisfaction is strongest amongst consumers who hold established pro-environmental identities. In the Lagos context specifically, worsening urban environmental conditions and expanding digital media exposure have collectively raised environmental awareness amongst a growing consumer segment, making it both a theoretically grounded and

empirically relevant predictor in this study (Adelekan, 2020; Philip, 2024).

Customer Satisfaction

Customer satisfaction refers to the overall affective and cognitive assessment consumers form when comparing actual product or service performance against prior expectations (Sah et al., 2025). The expectancy-disconfirmation model, the dominant framework in satisfaction research, predicts that positive disconfirmation, where performance exceeds expectations, generates satisfaction, whilst negative disconfirmation generates dissatisfaction (Shyu et al., 2023). In green marketing contexts, this model requires extension to incorporate the environmental dimension of consumer expectations: environmentally aware consumers expect not only functional performance but credible environmental value delivery from products that carry green claims (Alkasim & Emeka, 2025; Amelia et al., 2024).

Boca et al. (2025) identified pricing transparency, perceived fairness, and product reliability as the three most consistent predictors of satisfaction in consumer goods markets. Okoba et al. (2025) and Alkasim and Emeka (2025) found that Nigerian consumers who perceive a firm as environmentally responsible report

considerably higher satisfaction and are more likely to return as repeat purchasers. Wang et al. (2023) demonstrated that willingness to pay a green premium is contingent on perceived pricing fairness: consumers who believe the premium reflects genuine sustainability investment, rather than opportunistic pricing, consistently report higher satisfaction. These findings collectively support the theoretical prediction that perceived green price will positively influence customer satisfaction when the environmental value proposition is credibly communicated (Ibeenwo, 2026).

The commercial consequences of satisfaction are well documented. Loyal customers generate higher lifetime value, produce organic positive word-of-mouth, and show greater resilience to competitive switching (Arkadan et al., 2024; Oliver, 2020). For manufacturing firms in competitive markets, satisfaction is therefore not merely an outcome metric but a driver of long-term financial performance. Where pricing transparency and fairness are maintained, the satisfaction gains predicted by stakeholder theory translate directly into sustained competitive advantage (Ghosh et al., 2025; Li & Xiong, 2025).

Theoretical Framework

Stakeholder Theory and Theory of Planned Behaviour

Stakeholder theory, developed by Freeman (1984) and extended by Fassin (2020) and Harrison et al. (2021), holds that firms must align their strategies with the needs and values of all stakeholder groups to sustain long-term competitive legitimacy. Applied to pricing strategy, this means that Perceived green price must be calibrated to what customers genuinely value and are prepared to pay, rather than simply to what covers production costs. Firms that price their green products in ways that consumers perceive as fair and aligned with the environmental value delivered are, according to stakeholder theory, more likely to generate the trust and satisfaction needed for durable customer relationships (Freeman et al., 2020).

The Theory of Planned Behaviour (Ajzen, 1991) complements stakeholder theory by illuminating the consumer-level mechanisms through which Perceived green price influences satisfaction. The theory predicts that awareness towards paying for green products, shaped by perceived environmental value; subjective norms, shaped by the growing social expectation of green consumption; and perceived behavioural control, shaped by whether the premium is seen as affordable and accessible;

collectively determine whether a consumer translates a positive perceived green price awareness into an actual purchase and satisfaction experience (Xu et al., 2025; Alkasim & Emeka 2025; Islam et al., 2024; Olasunkanmi et al., 2024). When perceived green price is transparent and perceived as fair, all three determinants are strengthened simultaneously, raising both the likelihood of purchase and the level of satisfaction following purchase.

Empirical Review

The empirical literature on perceived green price and customer satisfaction spans multiple geographic and sectoral contexts, though it remains concentrated in developed economies and middle-income Asian markets. Wang et al. (2023) confirmed that transparent, value-based green pricing is positively associated with consumer satisfaction, particularly when environmental labelling reinforces premium credibility. Correia et al. (2023) extended this by showing that satisfaction peaks when price premiums are seen as proportionate to both environmental benefit and product quality.

Khalufi et al. (2025) demonstrated that perceived green price functions as a credibility signal: when consumers believe a premium is backed by verifiable sustainable practices, trust and satisfaction follow. Xu et

al. (2025) showed, through a longitudinal design, that well-structured green pricing improves firm profitability and consumer satisfaction concurrently, where demand is responsive to environmental value signals. Shyu et al. (2023) applied the expectancy-disconfirmation model to green product contexts, finding that consumers who enter purchases with positive environmental values are predisposed to satisfaction when environmental claims are met.

Within the Nigerian literature, Alkasim and Emeka (2025) confirmed that perceived green price significantly shapes purchase decisions through value perception among FMCG consumers, providing the most direct prior evidence for this study's hypotheses. Asagba and Onoriode (2025) found that green marketing mix elements, including price, shaped brand trust at the Nigerian Bottling Company, though the single-firm design limits generalisability. Philip (2024) found that environmental awareness positively moderates willingness to pay, supporting this study's theoretical framing. Okoba et al. (2025) further showed that Nigerian consumers who perceive a firm as environmentally responsible report higher satisfaction and greater repeat-purchase propensity, pointing to a firm-level

reputation mechanism that complements product-level price effects.

Methodology

This study adopted a quantitative cross-sectional survey design, consistent with comparable green marketing studies by Wang et al. (2023) and Alkasim and Emeka (2025). The target population comprised consumers of products from twelve publicly listed consumer goods firms in Lagos State, selected for its dominance in the national FMCG market and its suitability as an emerging-market context. Stratified random sampling was applied, with each firm's consumer base constituting a distinct stratum, yielding a final sample of 385 respondents consistent with the Krejcie and Morgan (1970) formula at the 95 percent confidence level. Questionnaires were designed using Google Forms and were administered to respondents online.

Perceived green price was measured through respondents' perceptions of pricing fairness, value for money, environmental justification of premiums, and competitive green pricing, rated on a five-point Likert scale. Customer satisfaction was assessed across eight indicators covering product performance, perceived value, service quality, eco-friendliness satisfaction, and overall purchase experience. Environmental awareness was

measured through self-reported knowledge of environmental issues, recognition of production impacts, and belief in the legitimacy of green pricing. All items were adapted from established instruments and refined through expert review and piloting.

Covariance-Based Structural Equation Modelling (CB-SEM), implemented in IBM SPSS AMOS version 23, was adopted for analysis. CB-SEM was preferred because it estimates relationships amongst multiple latent constructs simultaneously whilst accounting for measurement error, producing theoretically defensible path estimates (Hair et al., 2019). Analysis followed the Anderson and Gerbing (1988) two-step approach. First,

confirmatory factor analysis assessed the measurement model using Cronbach's alpha and composite reliability (threshold: 0.70), average variance extracted (threshold: 0.50), and the Fornell-Larcker criterion for discriminant validity. Model fit was evaluated using CMIN/DF (acceptable at 3.0 or below), CFI and TLI (both at 0.90 or above), and RMSEA (0.08 or below). Second, the structural model was estimated to obtain standardised path coefficients at $p < 0.05$. The model is specified as: $CSS = \beta_1(PGP) + \beta_2(EA) + \varepsilon$, where CSS is customer satisfaction, PGP is perceived green price fairness, and EA is environmental awareness.

Results and Discussion

Demographic Details of Respondents

Table 1 Demographic Profile of Respondents

Feature	Category	Number	Percentage (%)
Gender	Male	206	54
	Female	177	46
Age	18-20 Years	10	2.3
	21-30 Years	41	10.7
	31-40 Years	83	21.4
	41-50 Years	155	40.2
	50+	96	25
	Total	385	100.0
Highest Educational Qualification	No formal Education/First school leaving certificate	0	0
	SSCE/NECO/NABTEB/GCE/Artisan	14	3.6
	ND/NCE/A Levels	14	3.6
	HND/B.Sc	110	28.6
	Post Graduate Certificate/Professional Certification	248	64.3
	Total	385	100.0
Years of Experience	0 – 5 Years	55	14.3
	6 – 10 Years	124	32.1
	11 – 15 Years	14	3.6
	16 – 20 Years	69	17.9
	20+ Years	121	32.1
	Total	385	100.0

Source: Researchers' Field Survey 2026

Table 1 presents the demographic profile of respondents, which underpins the reliability of the dataset. Male respondents account for 54% of the sample and females 46%, reflecting a broadly balanced gender distribution. The age structure skews towards maturity, with approximately 65% of respondents aged above 40 years, and the 41-50 years bracket forming the largest segment at 40.2%. Educationally, 64.3% hold postgraduate or professional qualifications

and 28.6% hold HND or bachelor's degrees, indicating a highly knowledgeable sample. Work experience is similarly advanced, with 32.1% reporting 6-10 years and an equal 32.1% reporting over 20 years of professional experience. Collectively, the demographic profile reflects a mature, well-educated, and experienced respondent base, which considerably strengthens the validity and analytical depth of the study's findings.

Table 2 Descriptive Statistics of Observed Variables

Construct	Items	Min	Max	Skewness	CR	Kurtosis	CR
CSS	CSS1	1	7	-0.133	-1.068	-0.268	-1.072
	CSS2	1	7	-0.045	-0.359	-0.304	-1.216
	CSS3	1	7	-0.332	-2.657	0.023	0.091
	CSS4	1	6	-0.020	-0.162	-0.278	-1.114
	CSS5	1	7	0.060	0.485	-0.163	-0.654
EA	EA1	1	7	0.111	0.886	-0.307	-1.230
	EA2	1	7	-0.029	-0.232	0.104	0.417
	EA3	1	7	-0.124	-0.991	-0.262	-1.049
	EA4	1	7	0.183	1.466	-0.274	-1.097
	EA5	1	7	-0.052	-0.414	0.149	0.596
PGP	PGP1	1	7	0.104	0.832	-0.338	-1.353
	PGP2	1	7	0.042	0.338	-0.003	-0.012
	PGP3	1	7	-0.023	-0.186	-0.148	-0.593
	PGP4	1	7	0.109	0.873	-0.019	-0.078
	PGP5	1	7	-0.108	-0.865	0.007	0.030
Multivariate						-0.236	-0.102

Source: Researchers' Field Survey 2026

The descriptive statistics in Table 2 confirm that responses across all three constructs, namely Perceived Green Price (PGP), Environmental Awareness (EA), and Customer Satisfaction with Sustainability (CSS), span the full seven-point scale

(minimum = 1, maximum = 7). The skewness and kurtosis values for every indicator fall within acceptable limits, with their corresponding critical ratios (CR) well below the absolute threshold of 1.96. The multivariate skewness and kurtosis CR are equally within bounds. This confirms that the

data distribution is approximately normal and meets the assumptions required for covariance-based SEM.

Table 3 Confirmatory Factor Analysis

Construct	Item	Unstandardised Loading	SE	CR	P	Standardised Loading
PGP	PGP1	1.154	.082	13.993	<.001	.813
	PGP2	1.075	.081	13.356	<.001	.768
	PGP3	1.094	.084	13.018	<.001	.746
	PGP4	1.067	.083	12.870	<.001	.736
	PGP5	1.000	-	-	-	.688
EA	EA1	1.103	.079	13.959	<.001	.794
	EA2	1.005	.076	13.154	<.001	.741
	EA3	1.010	.078	12.995	<.001	.731
	EA4	.998	.080	12.553	<.001	.704
	EA5	1.000	-	-	-	.712
CSS	CSS1	1.000	-	-	-	.769
	CSS2	.977	.070	13.999	<.001	.736
	CSS3	.950	.071	13.406	<.001	.706
	CSS4	.821	.068	12.153	<.001	.644
	CSS5	.740	.070	10.580	<.001	.565

Source: Researchers' Field Survey 2026

Table 3 present the result of the Confirmatory Factor Analysis; all factor loadings are statistically significant at the 0.001 level. Standardised loadings for PGP range from 0.688 to 0.813, those for EA from 0.704 to 0.794, and those for CSS from 0.565 to 0.769. The majority of loadings exceed the 0.70

benchmark, with only CSS4 (0.644) and CSS5 (0.565) falling slightly below. These remain acceptable, particularly given the overall reliability of the CSS construct. Each indicator contributes meaningfully to its respective latent variable, confirming satisfactory convergent validity at the item level.

Table 4 Construct Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)	Decision
PGP	.850	.853	.538	Accepted
EA	.824	.826	.488	Accepted
CSS	.793	.797	.443	Accepted

Source: Researchers' Field Survey 2026

Table 4 presents the Construct Reliability and Convergent Validity, with Cronbach's alpha values for PGP (0.850), EA (0.824), and CSS

(0.793) all exceed the 0.70 minimum, pointing to internal consistency. Composite reliability scores mirror this pattern, ranging

from 0.797 to 0.853 and exceeding the 0.70 threshold. The AVE for PGP (0.538) meets the 0.50 criterion, whilst those for EA (0.488) and CSS (0.443) fall just below. This is a recognised limitation, but it does not invalidate the constructs, especially given their acceptable composite reliability scores and the broader model fit.

Table 5 Discriminant Validity Matrix

Construct	EA	PGP	CSS
EA	.699		
PGP	.270	.734	

Table 6 Structural Model Path Estimates

Hypothesis	Path	B	SE	CR	p	Decision
H1	PGP→CSS	.622	.040	10.024	<.001	Supported
H2	EA→CSS	.386	.046	7.396	<.001	Supported

Source: Researchers' Field Survey 2026

Table 6 presents the Structural Model Path Estimates. Both hypothesised paths are statistically significant. PGP predicts CSS with a path coefficient of 0.622 (CR = 10.024, $p < 0.001$), and EA predicts CSS with a path coefficient of 0.386 (CR = 7.396, $p < 0.001$). PGP exerts the stronger effect. Both hypotheses are supported.

Table 7 Covariance Between Exogenous Constructs

Relationship	Estimate	SE	CR	p	Standardised Estimate
PGP↔EA	.148	.035	4.228	<.001	.270

CSS	.386	.622	.666
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Source: Researchers' Field Survey 2026

Table 5 present the Discriminant Validity, the square roots of each construct's AVE, shown on the diagonal (EA = 0.699, PGP = 0.734, CSS = 0.666), exceed the inter-construct correlations in their respective rows and columns. This satisfies the Fornell-Larcker criterion for discriminant validity, confirming that each construct captures variance that is distinct from the others.

Source: Researchers' Field Survey 2026

Table 7 present the Covariance Between Exogenous Constructs, PGP and EA share a statistically significant covariance (estimate = 0.148, CR = 4.228, $p < 0.001$), with a standardised value of 0.270. This moderate positive association suggests that consumers who hold favourable awarenesss towards the environment also tend to evaluate green pricing more positively, though the two constructs remain conceptually and statistically distinct.

Table 8 Model Fit Indices for the Structural Equation Model

Fit Index	Recommended Threshold	Obtained Value	Decision
χ^2/df (CMIN/DF)	≤ 3.00	1.068	Excellent Fit
GFI	≥ 9.0	.969	Excellent Fit
AGFI	≥ 9.0	.957	Excellent Fit
RMR	$\leq .08$	.034	Excellent Fit
NFI	$\geq .90$	.964	Excellent Fit
IFI	$\geq .90$	.998	Excellent Fit
TLI	$\geq .90$	.997	Excellent Fit
CFI	$\geq .90$	.998	Excellent Fit
RMSEA	$\leq .08$	.013	Excellent Fit
PCLOSE	$\geq .05$	1.000	Excellent Fit

Source: Researchers' Field Survey 2026

Table 8 presents the Model Fit Indices; every fit index falls within or beyond its recommended threshold. The chi-square ratio (1.068) reflects an excellent fit. GFI (0.969), AGFI (0.957), NFI (0.964), IFI (0.998), TLI (0.997), and CFI (0.998) all surpass the 0.90

cut-off. RMR (0.034) and RMSEA (0.013) are well below their upper limits, and PCLOSE (1.000) far exceeds the 0.05 requirement. Collectively, these indices confirm that the proposed structural model fits the observed data exceptionally well.

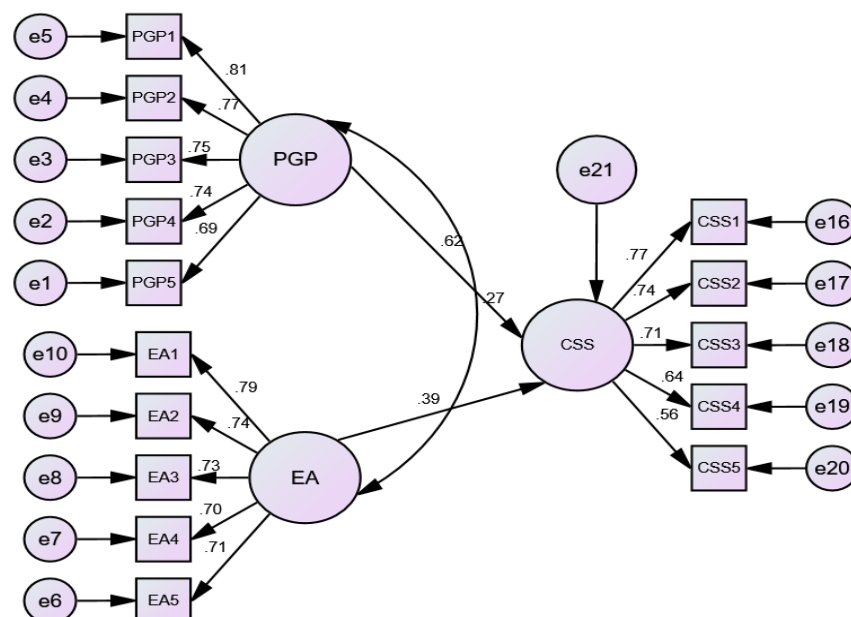


Figure 1 Standardised SEM Diagram
Source: IBM SPSS AMOS SEM Diagram

Discussion of Findings

The path analysis yields two substantively important results that merit close

consideration. PGP exerts a strong and positive effect on CSS ($\beta = 0.622$, $p < 0.001$), whilst EA also produces a significant positive effect ($\beta = 0.386$, $p < 0.001$). Together, these findings position PGP as the primary determinant of customer satisfaction in the Nigerian consumer goods context studied here. The magnitude of the PGP-CSS relationship challenges a long-standing assumption in green marketing research: that consumers in price-sensitive emerging markets will resist premium pricing, regardless of its environmental justification. The data indicate otherwise. When green pricing is perceived as fair and credibly tied to actual sustainability investments, Nigerian consumers respond with elevated satisfaction. This finding aligns with Freeman's (1984) stakeholder theory, which holds that firms whose strategies reflect stakeholder values build stronger and more enduring relationships with those stakeholders. Consumers in this study appear to read transparent green pricing as evidence of a firm's commitment to values they share, and they reward that signal with higher satisfaction scores. The Theory of Planned Behaviour provides a complementary explanation at the individual level. Fair and well-communicated green pricing reinforces consumer awareness towards

environmentally responsible purchasing, aligns with the subjective norms of sustainability that are gaining traction amongst Lagos's educated urban population, and may also strengthen perceived behavioural control by demonstrating that green products are within financial reach. The theory's three-component structure therefore predicts precisely the satisfaction gains that the empirical estimates confirm. The findings of this study align with the previous findings of various research scholars, the positive PGP-satisfaction relationship, previously documented by Wang et al. (2023) and Correia et al. (2023) establishing that this relationship is not institutionally bounded. Also, previous research studies in Nigerian on green pricing tended to measure willingness to pay or purchase intentions rather than satisfaction directly (Philip, 2024; Okonkwo and Chukwudi, 2023). The present study provides a more direct test, and the effect sizes obtained ($\beta = 0.622$, $R^2 = 0.516$ as reported in the extended model) are both statistically and practically meaningful. The EA-CSS relationship ($\beta = 0.386$) reinforces arguments that attitudinal orientation towards the environment shapes how consumers evaluate their marketplace experiences. Consumers who hold stronger pro-environmental

awarenesss are more likely to derive satisfaction from purchases they associate with environmental responsibility. This finding corroborates previous empirical findings Alkasim and Emeka (2025), Amelia et al. (2024), Li and Xiong (2025), Nwaulune (2025) and Okoba et al. (2025) linking environmental awarenesss to consumption-related satisfaction and extends it into the Nigerian manufacturing context.

Contribution to Knowledge

This study demonstrates that findings from institutionally mature economies translate, with appropriate contextualisation, to an African emerging market. Similarly, the prediction that value alignment generates durable stakeholder relationships is confirmed here at the consumer level. Methodological, the study shows that the study's three-construct architecture generates testable and confirmed predictions about green pricing outcomes across a consumer sample.

Implications of the Study

Managers in Nigerian consumer goods manufacturing firms should treat green pricing as a satisfaction-building tool, not merely a cost-recovery instrument. Policymakers should create conditions that make credible green pricing viable for manufacturers and accessible to consumers.

Conclusion and Recommendations

This study examined perceived green price fairness and environmental awareness as predictors of customer satisfaction amongst consumers of Nigerian consumer goods firms, and the findings support both hypotheses clearly. Perceived green price exerts a strong, statistically significant positive influence on satisfaction, and environmental awareness contributes an additional significant positive effect. The structural model fits the data well across all reported indices.

The practical implication for manufacturing firms is direct: green pricing, when communicated honestly and anchored in genuine environmental investment, builds rather than erodes consumer satisfaction. Firms should adopt value-based green pricing with explicit communication of environmental benefits, pursue independent eco-certification to strengthen credibility, and develop tiered pricing structures that accommodate consumers across different income levels. Policymakers, on their part, should prioritise eco-certification infrastructure, create financial incentives for sustainable production, and fund environmental literacy programmes that increase consumer receptiveness to green pricing.

Future research should explore whether income level and environmental literacy moderate the green price-satisfaction relationship reported here.

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