GREEN AGRICULTURAL PRODUCTS AND CONTINUED SURVIVAL OF THE SELECTED AGRO-ALLIED BUSINESSES IN NIGERIA

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Abstract

The study examined the effect of green agricultural products on the continued survival of the selected agro-allied businesses in Nigeria. The researcher adopted survey design. Data were collected by structured questionnaire in Five Point Likert Scale format. The source of data was through primary source. The target population of the study comprised of owners/managers of all agro-allied businesses in North-central, Nigeria. Sample size was derived from the population with the application of Taro Yemane's formula for finite population while Bowley's proportional allocation method was adopted to determine the allocation of questionnaire to each organization. A Cronbach Alpha method was used to determine the reliability of questionnaire. The hypotheses were formulated and tested using Ordinary Least Square Regression and Z-test at .05 level of significance. The findings revealed that green agricultural products have significant effect on the continued survival of agro-allied businesses in north central Nigeria. The study concluded that despite the changes in legislation and regulations to protect the environment, Nigeria and various other countries are still facing many environmental problems of climate change, population growth, overflowing landfills, water scarcity, fuel shortages, and water and air pollution.. The study recommended that the Nigeria government should strengthen external forces, especially with respect to establishing national standards for the quality of environment and the implementation of these regulations and that ecopreneurs, government and society at large should tap international standard in order to support the phasing-out of products and processes that are known to contribute to global warming and ozone depletion.

Keywords: green agricultural products, businesses survival, agro-allied businesses.

Introduction

The business activities of agro-allied business in Nigeria are not without some inhibiting problems emanating from their various environmental factors. Today, these problems are posing so many challenges to their operational capability survival and performance. A cursory analysis

of some of these problems prompted the crucial need for embarking on this proposed study. The environmental factors on the agro-allied industry in Nigeria tend to be harsh on indigenous firms and their operational activities nowadays. This has brought such consequences as how productivity increasing risks, low profitability and tensed competition, heavy investment on equipment, increased operational cost and the rate of business failures with many other threats.

In Nigeria, many local agro-business and small and medium scale entrepreneurs have failed to fully enable the spirit of entrepreneurship in order to shun out those products that will be environmentally friendly and socially responsible. Only multi-national entrepreneurs have put this issue into concern in their want satisfying operations. Most agro-related organizations sustainable complaint on lack of realistic estimates on how to successfully implement ecopreneurs. Market systems particularly in the areas of agric related business have adversely affected the environment by facing to deal with negative environment external and under valuing natural resource, leading to their one exploitation and depletion gents have sought to deal with the problem through a mix of command and control and market based internal with limited success, one of the most recent allegations for dealing with such market failures is ecopreneurial practice of green product management, which refers to a process by which entrepreneurs introduce eco-friendly for relatively products and process into the market place. It is in the light of these problems that this work seeks to examine ecopreneurship practices as determinants of innovative performance of agro-allied businesses in Nigeria. The following research questions guided the study: What effect would green agricultural products have on the continued survival of agro-allied businesses in Nigeria?

Conceptual framework

Green products are recyclable, reversible. Product, produced with natural ingredients and contains, non-toxic chemical. They are referred to as environmentally friendly (Muturasu, 2014), green products are those products whose function and ideas with the process of material retrieval, production, sales, utilization, reduced pollination and waste treatment available or recycling, reduced pollination and energy saving in the opinion of chain (2012),green product development address environs using t product design and innovation Green products have also been described as product that claim to offer an environmental benefit. (terra choice 2010). Example of green product are building materials furnishing, consumer products electronics, washing machines, air conditioner, fridge, heath care products, organic and green foods (Tumon 2009, Wikipedia, 2015).

Durif (2010) also argued that green products can be referred to as environmental products .Green products are products with attentive designs such that less physical reasons are required during its life cycle i.e. products manufactured through green technology and causes no environmental hazards. Promotions of green products are necessary for conservation of natural resource and sustainable development. The following are faction that implies organization to go green: social responsibility, competitive advantage consumer awareness, government pressure and cost reduction.

Best (2009) noted business survival increases as market share index corporate image, promotional index, innovations, competitive advantage business opportunities, dimension, productivities and ecopreneurship.

The four theories best suited for this study are; Schumpeterian theory, ecological modernization theory, social change theory, theory of technology and social change. The Schumpeterian theory

of Schumpter (1942) provides the theoretical bases for environmental entrepreneurship. The proponent behaves that entrepreneurs are the innovators and as society needs evolve the entrepreneurs provides the innovation or creative declaration that gives society a new way of addressing problems. He answered that environmental problems inherently calls for innovation, as canceled by the out dated application of old, pollution and ineffective technology. Given that the current solution to our environmental problems are inadequate for sustainability, these is need for entrepreneurial action to develop something new, whether it is a production method, technological development, product service distribution system or even a new organ form (Lennox and York 2011).

The ecological modernization theory of Hajar (1995) and Mol (1995)also provides the rationale for environmental entrepreneurs and state that is possible to promote economic growth by giving his/her promptly to the environment, according to Tilley and Young (2009), it is no longer necessary to trade-off econ growth. The capitalize system is seen as having the capacity to develop sustainable solution to environmental problems, that capitalist drive for innovation can be harnessed to produce environmental improvements (Beveridge and Gluy 2005). They argued that the environmental problem facing the world today, act as a driving force for future industrial activity and economic development. The theory calls for the progressive modernization of the institution f modern society. Gibbs (2009) observed that entrainment is the central assent of change in that process of transportation to avoid an ecological crisis. Anderson (2008) said entrepreneurial action is the best solution to our environmental problems because this new generation of entrepreneurs are seeking to combine environmental awareness and environmental entrepreneurship activity to achieve entrepreneurs ,hence the potential to be a major force in the overall transaction towards a more sustainable business paradism (scheper 2002).

The social change theory of Veblem: Thorgteinpounde (1967) is a essentially a technological theorem of history. The proponents behave that the society state of the industrial arts i.e the availability of determines the character of such society, culture investigation was the mothers of necessity.

The theory of technology and social change of Bernard and Pelto (1987) was built around the assumption that the pressure of human activities would optimize personal resound, access to sexual activity and satisfaction of others basic psychological activities exit at all ,were sustained under the exert for personal gain . Here the advantage of new technology gives nu to behavoural and culture change in the society

Empirical review

Gbadeyan and Omoke (2015) conducted a study on the relevance of green marketing on environmental degradation. The study empirically examined the effect of green marketing on environs degradation.

Zainab and Shafaac (2015) carried out a study on green activities environmental concern and customer satisfaction. The study empirically examines the level of awareness of green issues and whether green product is fully that their needs apart from benefiting their living environ and to create awareness about green products and green marketing. The quantitative research technique was employed in the study and the questioner method adopted. The study revealed that green marketing is helping to save the environment, that product with green features plays a significant role in helping to save the environs. The study also showed that using green products can help to reduce environmental problems the study recommends that compensates should be transparent in

deseeding what they are actually along for green marketing and their problem should be consistent with the work about environmental friendliness. Furthermore government should develop polices to take straight actions against those companies tat produce products that are harmful to the environment. Dirsen and Doland (2009) under took a work on the impact of green product on food business firm value. The study analyses whether an image binding strategies in food processing wholesale grocery an retail supermarkets and restaurants. The study used progression. Food processors were found to be involved toward retail supermarket during this time period.

Methodology: Model Specification

Model specification, the general formula for the Regression Analysis is:

$Y= a+ \beta X + e$.

where;

Y = Dependent Variable, X=Independent Variable

a =constant

β =coefficient of X

e =error margin

Model to be estimated is functionally stated as

COS = f(GAP)

This can be stated in econometric form as

COS=a+βGAP+e

Where,

COS= continued survival,

GAP= green agricultural products

Results and discussions

Ho: green agricultural products have no effect on the continued survival of agro-allied businesses in Nigeria.

One-sample statistic

	N	Mean	Standard deviation	Standard error mean
Decision on green product and survival	309	28.4100	22.12101	4.91221

Source: SPSS analysis of field data

The analysis in the above table revealed the grand mean of 28.41 and standard deviation of 22.12.

One-sample Z-test: Test value =0

					95% confidence	

					interval of the difference	
	Z	DF	Sig.2-tailed	Mean difference	Lower	Upper
Decision on green product and Survival	27.910	308	0.003	28.4100	17.7400	46.1500

Source: SPSS analysis of field data

The Z-value at 27.91 is higher than the Z critical value of 1.96. This reject Ho if the calculated value of Z is higher than the critical value and vice versa. Hence, we reject null hypothesis to accept the alternative hypothesis that green agricultural products have effect on the continued survival of agro-allied businesses in Nigeria. The Z-value is significant at 0.004 for it is less than 0.05. In line with the data analysis, the following are the major summary of findings: Green agricultural products have significant effect on the continued survival of agro- allies businesses in north central Nigeria. This result is in consonance with the findings of Cohen and Winn (2007) .Gbadeyan and Omolean (2015) Oskamp (2000), and Mutura, and Wambusu 2016 and conversely contended by Jonas and Miskel (2007) Hamsa (2010).

Cohan Anwenn (2007) supported this findings suggested that the making of an effective environmentally friendly goods have a multiple object on both the performance of business and t main stimulate to finding is also in line with the work to Gbaayan and Omocekan 2015 who asserted that the making of the green product for the society so long way in contributing to the continued Opperation of firm in turbulent environment and it has implications for the development t of business growth in the shake of uncertainties. It also confirmed he findings of Oskemp (2000) as well as Mutura, Nyairo, Mwamge and Wambugu (2016) which showed that

the business creation of green seeds allows such organizations to build on their internal competences and reliability. This shows that a good number of literature such as the studies stated above have clearly established a relationship between GNP and Organizational survival of a firm.

Conversely, Jonas and Miskell (2007) supported by William (2010) have contended that green products may not necessarily determine operational capabilities of any organization. This is so because to Hamas (2010) green products are not strategies derivation to consider in some situation

6. Conclusion and Recommendation

Based on the reviewed literature, most researchers agree that environmental problems also present entrepreneurs opportunities. Despite the changes in legislation and regulations to protect the environment, many countries are still facing many environmental problem of climate change, population growth overflowing land full, water scarcity, fuel shortage, and water and air pollination. If we are to solve these problems, Ecopreneurship practice of green products management is a major part of the answer.

Theoretically, te existence of ecopreneurship practice can trigger change and promote eco preneurship. However, whether such change can be sustained over longer period of time will depend on the support gained from key forces most especially the government and society at large. In the case of Nigeria, we find five activities strong amongst to bring above change namely: the green product, creation and environmental practice, and to lesser extent the ecosystem control and environmental sustainability.

However, as of now, the competitive and economic advantage of sowing green are not very

strong and hence it may take some time for ecological values to express themselves in the agricultural business arena. At the grass root level, where economic states are not very harsh, expression of such value seem to be less inhibited, a situation that also applies to the upper end of agricultural sector and industry, where large industrial houses and multinational have to meet international standards to remain competitive for the buck of ……. small and medium sized agro -allied firms.

After a critical consideration of findings and the discussions so far, the following recommendation were offered: The Nigerian Government should do more to strengthen extend forces with respect to establishing national standard for the quality of environment and the implementation of these regulations. It can take more progressive measures through the state-level cleaner production the eco preneurs to develop more environmentally friendly goods and as well enhance their level in green product. Eco preneurship, government and society at large should tap into international standard in order of products and process that are known to contribute to global warming and ozone layer depletion. They should also strengthen the country, since environmental sustainability produce business growth, it is recommended that agro-allied business needs to build more on their sustainability concerns as it affect Agricultural goods.

During the next decade, the Agro-allied business in Nigeria will most certainly be marked by further as aggregation and reaggregation due to the described sips in the section vaue chain. In order to keep their status quo, largo-allied businesses most consider continued intervention, innovation and creativity as the most raced method to get instantly access to industry or operation specific knowledge and keep abreast with the pace of technical change. Non-innovative in nature man provide benefits to such firms only in the short term. Therefore, in the long run, an articulated developed, enclosed friendly innovation will control rival and give firm a

sustainable and non-initiable competitive advantage.

Eco preneurship must not be a back-runner in agro-allied organizations anymore. It is the most control aspect of organizational turn around and most be given to institute during policymaking and strategic decisions. It is only through this process that ecopreneurs can enjoy the long run benefits without undue pressure and inconsistency in Nigeria. Agro-terms must therefore engage their managerial team through tracing and development to know, understand and apply the principles of ecopreneurship practice and ecological management in their daily decision making, especially as it concerns agro-allied operations.

In the final analysis, it is the education of producers, consumers and regulators that will pave the way for a major transformation of agricultural industry. This will stimulate the ecopreneurs to develop more ecopreneurial practices that would not only give them competitive advantage but will go a long way in developing the sector.

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