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The Impacts of Green Pricing and Placement on the Performance and Sustainability of Small and Medium Enterprises in Abuja Nigeria

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Abstract

The objective of this study was to assess the impacts of Green Pricing and placement on the performance and sustainability of Small and Medium Enterprise (SMEs) in Abuja Nigeria. The study was survey research sampling the opinion of 322 respondents within Abuja Municipal Area Council. Their opinion was collected using a structured questionnaire. The data obtained was analysed using descriptive and inferential statistics, and the hypotheses was tested by means of correlation and regression analysis. The findings of the study reveals that the impact of green price on the performance and sustainability of Small and Medium Enterprises is strong with R value of 0.514, and a p-value of 0.009 which is lower than 0.05 level of significant. Also, the impact of green place on the performance and sustainability of Small and Medium Enterprises is strong with the R value of 0.474, and p-value of 0.004 which is lower than 0.05 level of significant. The study concludes, that green marketing activities on the basis of green pricing and placement has emerged as a powerful tool that transcends profit considerations. It is a strategic marketing imperative that aligns businesses with the principles of sustainable development in line with SDG 12 (Responsible consumption and production) especially. Therefore, the study recommended among others that there is the need for small and medium enterprises in Abuja to explain to consumers the reason for the price of green products and services, by highlighting their effects both to the body and the environment, to enable them make informed decision to purchase the products without hesitation or much persuasions. Also, SMEs in Abuja should continue to reconfigure their logistics arrangements to make them environmentally efficient, by using vehicles that consume less energy or that produce minimal carbon emissions; thus, showcasing the dedication to improve operations while meeting certain environmental, social, and governance requirements in line with sustainable development goals Agenda 2030 of United Nations.

Keywords: Green Pricing, Green Placement, Business Performance, Business Sustainability, SMEs.

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1. INTRODUCTION

The survival of any business Enterprise in this modern time depends on its ability to take cognizance of the environment surrounding the operation. This is in order to heighten its performance, profitability and sustainability. Furthermore, the environment and business enterprises are supposed to be in a mutually interdependent interaction.

For the ever-increasing number of businesses who are developing and selling environmentally friendly products, an awareness of green purchasing patterns is very important. Green marketing practices like green pricing and placement urges users to make use of environmentally-friendly goods and services and producers to create more eco-friendly goods. Therefore, the creation of green pricing and placement is a result of these significant environmental challenges and consumer groups' request for environmental-friendly item (Orji., 2025).

Since Sustainable development is maintaining a delicate balance between the human need to improve way of life, maintain and guarantee continuity of a business and feeling of well-being on one hand, and preserving natural resources and ecosystems,

on which we and future generations depend (Orji., 2024). Life and indeed business organisations like small and medium scale businesses cannot succeed in the chaotic atmosphere hence there is a need for green marketing practices like green pricing and placement for business sustainability.

The modern marketing mix is a technique that modern marketers utilize to provide themselves a competitive advantage by differentiating their products and services from those of other businesses in their industry. The green products, green pricing, green placement, green promotion, and green human connections (green people) make up this green marketing mix (Shah., 2021; Oyenuga et al., 2023).

A green price is a socially driven pricing, whereby a customer is concern about environmental issues, selling safe and decent. Also, green places involve managing logistics to reduce transportation emissions, hence reducing the carbon footprint; it connotes connecting people with nature by focusing on deep connection to 'place', nature restoration and nature-based solutions.

The concern for safe environment and eco-system have recently become the topic of universal interest and discussions. Consumers also when choosing a product or service, have started to consider their influences on the environment. Therefore, environment friendly is fast becoming the first target for many businesses when defining or changing their marketing strategies. Businesses not only have to pay attention to developing quality products to satisfy customers' needs while minimizing the impact on the environment; but also forms awareness in the minds of customers about product quality and corporate commitment to the environmental protection and preservation. It is in the light of this that this study intends to assess the impacts of green pricing and placement on the performance and sustainability of small and medium enterprises in Abuja, Nigeria.

On the whole, the study will provide solution to the pertinent questions like:

- What are the impacts of Green Prices on the performance and sustainability of Small and Medium Enterprises (SMEs) in Abuja, Nigeria?
- What are the impacts of Green Places on the performance and sustainability of Small and Medium Enterprises (SMEs) in Abuja, Nigeria?

In addition, the following null hypothetical assumptions have been postulated for validations in order to help achieve the objectives of the study:

$H0^1$: There is no significant impacts of Green Prices on the performance and sustainability of Small and Medium Enterprises (SMEs) in Abuja, Nigeria

$H0^2$: There is no significant impacts of Green Places on the performance and sustainability of Small and Medium Enterprises (SMEs) in Abuja, Nigeria.

II. Review of Literature

2.1. Conceptual framework

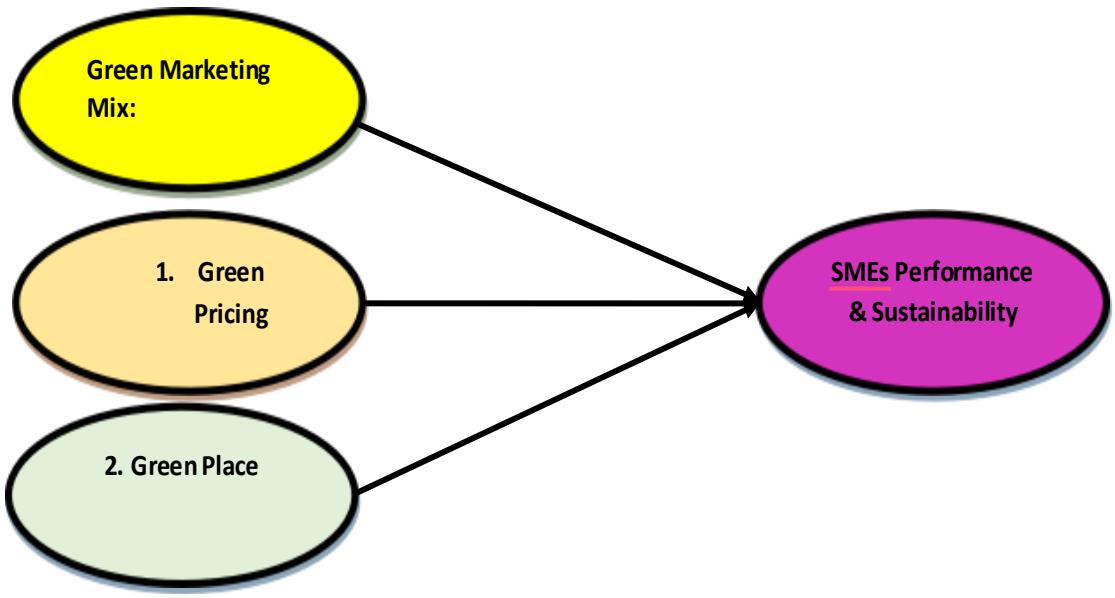

Figure 1: Conceptual model of the study showing the hypothesized relationships amongst the independent variables (green price and green place) and dependent variable (SMEs performance and sustainability)

2.2. Green Price/pricing

The cost of a product in the market place is the price. (Pepple et al., 2024) stated that green price, refers to the price customers are expected to pay, as a result of producing a product, taking customers health and environment into consideration.

(Kaur et al., 2022) stated that green price can be seen as fixing prices for green products, which can be higher compared to conventional non-green products due to the usage of dearer raw materials to maintain good quality, usage of substitutes for chemicals and other toxic substances, and enhanced cost of production due to increased restrictions. They maintained that green price takes care of the 3Ps, people, planet and profit, as well as human health and sustainability. The pricing of green products is very crucial whereby the value can be added to the product for changing its appearance, functionality and through customization (Jarin., 2023).

Also, (Suhaily et al., 2020) stated that needs to be considered in the green value pricing strategy are: (i) Increasing costs by using environmentally friendly raw materials; (ii) Displacement of energy-efficient use of raw materials; (iii) Additional expenses due to use of environmentally friendly technology; (iv) The savings are related to packaging reduction.The majority of customers have the willingness to spend more if they have the conviction that the additional products are worth their money. Performance, utility, design, and aesthetic appeal can all be enhanced by this value. Typically, the environmental benefits include a bonus, though they always decide between worth of an item and quality in contrast to those of competitors.

The attitude of Abuja consumers towards green and sustainable products will have a significant impact on their willingness to pay a premium price to buy them. In the context of this study A green price is a socially driven pricing, whereby a customer is concern about environmental issues, selling safe and decent. It is the percentages increase in price that consumers are willing to pay to acquire green products in Abuja (Orji., 2025).

2.3 Green Place/placement

A product's place indicates its availability for purchasing. (Abiodun et al., 2024) explained that green place also known as distribution of green products is the selection of appropriate marketing channels that facilitate flow of goods or services in a manner that reduces environmental damages. Hence it relates to the management of transportation and logistics that minimizes emissions arising from movement of raw materials and finished product.

According to (Kaur et al., 2022), Green place manages reverse logistics to reduce carbon footprint by bringing down transportation emissions. The strategies adopted by marketers to make green products available at the right time, in the correct quantity, and at the right place are referred to as "green place".

Green placement is selected to minimize the damages of the product distribution process because it increases the impact of products on the environment. Therefore, businesses must conduct safety measures in product delivery, choose channels that are committed to using environmentally friendly materials to display products, ensuring safe, create fewer emissions during the transport of goods to minimize environmental damage (Hong ET AL., 2020).

As stated by (Jarin., 2023), Green placement or green distribution is about how companies manage logistics to reduce their carbon footprint. Instead of marketing an imported product to a country, a company can collaborate with local producers using licensing process. This allows the product to be produced locally and reduce a company's shipping costs as well as their carbon footprint.

In the context of this study green place/ placement involves managing logistics to reduce transportation emissions, hence reducing the carbon footprint; it connotes connecting people with nature by focusing on deep connection to 'place', nature restoration and nature-based solutions in Abuja by SMEs.

2.4 Overview of small and medium enterprises (SMEs)

Small and Medium enterprises can simply be defined as enterprises that have less than a specific level of investment and turnover in a given place and time. There is no specific definition of small and medium enterprises, but it depends on country and organisational view. According to International finance corporation of the World Bank group, an enterprise qualifies as a micro, small or medium enterprise if it meets two out of three criteria of the IFC MSME definition (employees, assets and sales), or if the loan to it falls within the relevant MSME loan size proxy. Saying that small and medium enterprises should have between 10-300 employees, total assets of between 100,000 dollars to 15million US Dollars, annual sales volume of between 100,000 dollars to 15million Dollars (IFC., 2024).

Businesses in Nigeria have been classified as micro, small, medium and large. However, an MSME can be explained by the criteria of project costs, capital, numbers of employees, sales volume, annual business turnover and the financial strength (Orji

& Yabilsu., 2018). The National Association of Small and Medium Scale Enterprises in Nigeria defines SMEs as businesses employing less than fifty (50) people and with an annual turnover of one hundred million naira. The association further defines a medium scale enterprise as a business with less than 100 employees and with an annual turnover of five hundred million. There are many definitions of SMEs and there is no uniformity among them. However, in Nigeria, it is based mainly on capital which should be revised from time to time due to the devaluation of the Naira and the high inflationary trend in the economy (Orji., 2025). The study aligned with the definition of the National Association of Small and Medium Scale Enterprises (SMEs) of Nigeria as businesses employing less than fifty (50) people and with an annual turnover of up to one hundred million naira.

2.5 Business Sustainability

The United Nations Brundtland Commission defined sustainability as "meeting the needs of the present without compromising the ability of future'. It is the balance between the environment, equity, and economy. According to (Orji, Ahmad & Nduji., 2024) Sustainable development is maintaining a delicate balance between the human need to improve the way of life, maintain and guarantee the continuity of a business and feeling of well-being on one hand, and preserving natural resources and ecosystems, on which we and future generations depend. The United Nations Agenda 2030 is a plan of action for people, the planet, and prosperity. It also seeks to strengthen universal peace in greater freedom. The 17 Sustainable Development Goals and 169 targets demonstrate the scale and ambition of this new universal Agenda. They seek to build on the Millennium Development Goals and complete what they did not achieve. They seek to realize the human rights of all and to achieve gender equality and the empowerment of all women and girls. They are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social, and environmental. The main reason for sustainable development is to have a stable relationship between human activities and the natural world (Aggrey et al ., 2022).

According to (Orji & Nduji., 2020), Business sustainability is often defined as managing the triple bottom line – a process by which companies manage their financial, social and environmental risks, obligation and opportunities. Those three impacts are sometimes referred to as profit, people and planet. However, this approach relies on an accounting-based perspective and does not fully capture the time element that is inherent within business sustainability. A more robust definition is that business sustainability represents resiliency over time – businesses that can survive because they are intimately connected to healthy economic, social and environmental systems. These businesses create economic value and contribute to healthy ecosystems and strong communities. Business sustainability requires firms to adhere to the principle of sustainable development and environmental accountability (Aggrey et al., 2022).

Also, Elkington (Elkington., 1997) stated earlier that Business sustainability refers to the ability of a company to manage its operations in a manner that ensures long-term economic success while minimizing negative impacts on the environment and society. This concept has gained significant importance as businesses face increasing pressures from stakeholders, including consumers, investors, and regulatory bodies, to operate responsibly and sustainably. Unlike traditional business models that focus primarily on profit maximization, sustainable businesses aim to create value not just for shareholders but for all stakeholders, including employees, customers, communities, and the planet.

2.6 Business Performance

Performance can be simply seen as achieving set objective. It is the extent to which an organization, as a social system, could consider both its means and ends. (Pepple et al., 2024) stated that Business performance refers to the level at which a business is carrying out its activities and also, competing. It can also be used interchangeably with firm performance or just performance.

According to (Orji et al., 2022) (Yaseen et al., 2022) Organisational or business Performance is the extent to which firm realize their stated objectives, and Performance is a measure firm's attractiveness. Business performance can be financial and non-financial. The proponents of each financial and non-financial performance measures tried to support their point of view. Although the majority of the studies measuring organizational performance used the account-based measure, this study chooses the non-financial measures as opined by (Orji et al., 2022) (Yaseen et al., 2022) due to the following reasoning. Firstly, financial metrics of business performance are not quite stable hence making them sensitive to industry related change factors. Secondly, financial metrics can be easily manoeuvred preventing it from reflecting actual performance. Finally, the financial metrics lacks the long term and sustainable focus since they mainly focus on past performance which in many cases can be misleading especially when used to predict the future performance. To attract

satisfactory business performance is the basis for the enterprise 's survival and the principal reason for the existence of the business enterprises (Orji., 2025).

2.7 Theoretical Review

The study is anchored on the Trickledown theory and Triple Bottom Line (TBL) Theory, also known as the "3Ps" (People, Planet, Profit).

2.7.1 Trickledown theory

The Trickledown Theory propounded by Anderson, as stated by (Orji., 2023) opined that laying much emphasis on the growth in the short run will substantially promote equality in the long run. A six propositions are depicted by the theory which are linked in chronological order, these includes: (i) business can be encouraged so long as there is a direct profits to entrepreneurs or investors; (ii) such encouragement will hearten the growth of the enterprise; (iii) the profits realized from the growth will be invested or reinvested; (iv) new jobs will be created from the investment; (v) the jobs will assist in satisfying the total needs of poor persons employed; (vi) through earnings, savings and fresh opportunities in an open society including vocational training, education etc., consequently inequality may be reduce eventually. In line with this theory, the growth realized at first benefits only the high-income groups which later descendent to lower income groups after sometimes. The wealth created by entrepreneur as well trickle down to other poor family members and the society through wealth distribution.

Based on this theory, SMEs performance and business sustainability in line with Sustainable development goals 1, 8, 9, 10 and 12 (no poverty, decent work and economic growth, industry, innovation and infrastructure, reduced inequality, responsible consumption and production) the trickledown theory was found to capture the relationship between these five components of SMEs performance and thereby been adopted for the study. Established on the premises of the theory, innovative activities of the Green pricing and placement marketing practices (in line with SDG 12) in SME business provide direct profit (income) to the entrepreneurs or investors; the profit realized from the growth of the business will be invested and re-invested, and new jobs (employment) will be created from the investment; the earnings from the jobs will help to meet the needs of the society and through earnings, savings may be realized which can open opportunity for further training or education (human capital development), and consequently reduces inequality eventually (in line with SDG 10).

2.7.2 Triple Bottom Line (TBL) Theory:

The Triple Bottom Line (TBL) Theory, also known as the "3Ps" (People, Planet, Profit) framework, is a sustainability concept that suggests businesses should consider not only their economic bottom line (profit) but also their social and environmental impacts (Elkington., 1997). The TBL theory expands the traditional notion of business success beyond financial metrics to encompass broader societal and environmental dimensions. Here's an overview of the TBL theory and how it relates to the study:

1. ***Economic Dimension (Profit):*** The economic dimension of the TBL theory aligns with the traditional business focus on generating profits and financial growth (Orji., 2025). However, the TBL theory acknowledges that financial success should be pursued in a way that doesn't compromise social and environmental well-being. In the context of this research, the economic dimension could relate to SMEs' financial performance, profitability, and growth. It can explore how adopting green marketing practices of green pricing and placement might impact SMEs' economic outcomes and whether there's a balance between economic success and sustainable practices.
2. ***Environmental Dimension (Planet):*** The environmental dimension of the TBL theory emphasizes the importance of minimizing negative environmental impacts and promoting resource conservation (Elkington., 1997). This dimension closely aligns with study. The study can investigate how SMEs' adoption of energy-efficient technologies and waste reduction practices contributes to their environmental performance. Additionally, it can explore whether these practices are aligned with sustainable resource use and contribute to reducing the ecological footprint of SMEs in Abuja, Nigeria.
3. ***Social Dimension (People):*** The social dimension of the TBL theory focuses on the well-being of people within and affected by the business operations (Orji., 2025). This includes employees, customers, communities, and other stakeholders. The study will examine how green pricing and placement marketing practices impact the well-being of employees and communities associated with SMEs in Abuja, Nigeria. For example, it will explore whether these practices lead to improved employee

satisfaction, community engagement, and positive social outcomes.

The essence of the TBL theory lies in finding a balance among the three dimensions. While pursuing economic success, SMEs are encouraged to consider the potential positive and negative consequences of their actions on the environment and society. The theory's framework will help capture the multifaceted nature of sustainable development and offers valuable insights for both academic understanding and practical decision-making in line with SDG 9 and 12.

III. Research Methods

This study is survey research, and the population consist of all the SMEs within Abuja Municipal Area Council, Abuja. There is no definite population of the study due to the open nature of SMEs owners and their customers. Giving the situation of an infinite population or a very large population, the sample size was computed using the formula suggested by Cochran (Orji., 2017) as below:

$S = Z2\ (p)\ (1-p)/m2$

Where:

S = sample size for infinite population

Z = z-score

P = population proportion (assumed to be 50% = 0.5)

M = margin of error

Z score is determined based on confidence level. Confidence level is defined as the probability that the value of a parameter falls within a specified range of values. Considering a 95% confidence level then z-score is 1.96. Margin of error is a small amount that is allowed for in case of miscalculation or change in circumstances. Generally, the margin of error is considered as 5% (0.05) (Orji et al 2022).

Z score = 1.96

P = 0.5

M = 0.05

$S = (1.96)2\ (0.5)\ (1-0.5)/(0.05)2$

$S = 3.8416\ 0.25/0.0025\ S= 384.16$

= 385 respondents are needed

The required sample size is 385. However, this was increased to 501by adding 30%. According to (Orji., 2023) 10% to 30% could be added as addition sample to make up for some that may not be returned valid. Thus, 30% of 385 = 115.5 + 385 = 500.5=501.

3.1 Methods of Data Analysis

The data were analyzed using both the inferential and descriptive statistics. Descriptive statistics was used to summarize the basic characteristics of the data. The statistics included mean, median, minimum and maximum. Also, the linear regression analysis was used in testing the hypothesis, to determine holistic effect of the independent variables on the dependent variable with the aid of SPSS 26 version

Variable/Model Specification

The following regression models will be used:

$Y = \beta0 + \beta1\ X1 + \beta2\ X2 + \beta3\ X3 + e$

Where;

Y = SMEs Performance and sustainability

X1 = Green Price

X1 = Green Place

β0 = Constant ((Value of Y when all s are zero)

β1—β4 = Intercepts of Independent Variables

Ɛ = Standard Error term

IV. Result and Discussion

4.1 Analysis and Findings

Out of 501 questionnaires administered and 412 responses collected, 322 questionnaires were useable for further analysis, making a valid response rate of 64.27% (percent). A response rate of 30 percent is acceptable for surveys according to Hair, Black, Babin & Anderson (Hair et al., 2010) and (Orji., 2023).

Table 1: Perception of respondents on Green Price and SMEs Performance & Sustainability in Abuja.

S/NO	ITEMS	Response categories				MEAN	STD DEV
		SA	A	D	SD		
1	The ecological benefits justify the price of green products	246	66	6	4	3.72	.560
2	Designing packaging that is compact and appropriate for the product saves money and space	253	61	4	4	3.75	.537
3	Before buying green products, people compare its price with traditional products	243	62	15	2	3.70	.586
4	The price and quality of green products are proportionate	240	77	5	0	3.72	.478
5	Green products save money in the long run, although the initial cost is more	247	62	13	0	3.73	.529

Source: Field survey 2025

Table 1 above shows the responses indicating the Perception of respondents on Green Price and SMEs Performance & Sustainability in Abuja. For, item 1 which states "The ecological benefits justify the price of green products, out of 322 respondents 246 strongly agreed to this assertion, 66 agreed, 6 respondents disagreed, while 4 strongly disagreed. This implied that most respondents were of the opinion that the ecological benefits justify the price of green products even if it is higher than the conventional products.

For item 2 which states that "Designing packaging that is compact and appropriate for the product saves money and space'; out of 322 respondents, 253 respondents strongly agreed, 61 agreed, 4 disagreed, also 4 strongly disagreed to the assertion. This shows that majority of the respondents agreed that designing packaging that is compact and appropriate for the product saves money and space, which probably could have made the product more expensive.

For item 3 which stated that "Before buying green products, people compare its price with traditional products", 243 respondents strongly agreed, 62 agreed, 15 respondents disagreed, while only 2 strongly disagreed to this assertion. This implied that most respondents agreed that before buying green products, people compare its price with traditional products. That means price is determinant factor in buying green products.

Item 4 stated that "The price and quality of green products are proportionate". Out of 322 respondents 240 strongly agreed, 77 agreed, while only 5 disagreed. This mean that most of the respondents agreed that the price and quality of green products are proportionate.

For item 5 which states that "Green products save money in the long run, although the initial cost is more", out of 322 respondents 247 strongly agreed, 62 agreed, while only 13 disagreed. This means that most of the respondents confirmed the fact that Green products save money in the long run, although the initial cost is more, indicating that green products worth the variations in price comparing with the traditional products as a result of green pricing.

Table 2: Perception of respondents on Green Place and SMEs Performance & Sustainability in Abuja.

S/NO	ITEMS	Response categories				MEAN	STD DEV
		SA	A	D	SD		
1	It is important for us that the location of green products is easily accessible	224	93	3	2	3.72	.526
2	We prefer Using vehicles that consume less energy or that produce minimal carbon in product delivery	211	102	5	4	3.61	.586
3	We reconfigure logistics arrangements to make them environmentally efficient	246	66	6	4	3..72	.560
4	Green products are regularly available nearby	253	61	4	4	3.75	.537
5	The green distribution also includes an internal aspect, which refers to the internal Environment of the company and performance process	243	62	15	2	3.70	.586

Source: Field survey 2025

Table 2 above shows the responses indicating the Perception of respondents on Green Place and SMEs Performance & Sustainability in Abuja. For, item 1 which states "It is important for us that the location of green products is easily accessible", out of 322 respondents 224 strongly agreed, 93 agreed, while 3 respondents disagreed and 2 strongly disagreed. This means that majority of the respondents were of the opinion that it is important for the location of green products to be easily accessible to enhance patronage.

For item 2 that says "We prefer Using vehicles that consume less energy or that produce minimal carbon in product delivery'; 211 respondents strongly agreed, 102 agreed, 5 disagreed, while 4 strongly disagreed to that assertion. This means majority of respondents agreed that they prefer Using vehicles that consume less energy or that produce minimal carbon in product delivery, thereby reducing carbon footprint.

Item 3 stated that "We reconfigure logistics arrangements to make them environmentally efficient'. Out of 322 respondents 246 strongly agreed to the assertion, 66 agreed, 6 disagreed while 4 strongly disagreed. This implied that majority of respondents agreed that they reconfigure logistics arrangements to make them environmentally efficient.

Item 4 stated that "Green products are regularly available nearby'. To these 253 respondents strongly agreed, 61 agreed, while 4 disagreed and 4 also disagreed. That means majority of the respondents agreed that green products are regularly available nearby.

For item 5 which states that "the green distribution also includes an internal aspect, which refers to the internal environment of the company and performance process'. 243 respondents strongly agreed to the assertion, 62 agreed, while 15 disagreed and 2 strongly disagreed. This implied that majority of the respondents agreed that green distribution also includes an internal aspect, which refers to the internal environment of the company and performance process.

Table 3: Perception of respondents on Business Performance & Sustainability in Abuja.

S/NO	ITEMS	Response categories				MEAN	STD DEV
		SA	A	D	SD		
1	Green People and price enhance sustainability of products and business performance	221	94	3	4	3.65	.567
2	We have better profitability compared to competitors because of green products	253	61	4	4	3.75	.537
3	Greening processes can result in efficiency gains by improving operational efficiency and performance	243	62	15	2	3.70	.586
4	Including safety precautions in product production, such as sanitizing goods after picking them up from the supplier enhances business performance	240	77	5	0	3.73	.478
5	Green innovation directly affects a business performance	247	62	13	0	3.78	.529

Source: Field survey 2025

Table 3 above shows the responses indicating the Perception of respondents on Business Performance & Sustainability in Abuja. Item 1 states that "Green People and price enhance sustainability of products and business performance'. Out of 322 respondents 221 strongly agreed, 94 agreed, while 3 respondents disagreed and 4strongly disagreed. This means majority of the respondents agreed that Green People and price enhance sustainability of products and business performance.

For item 2 which states that "We have better profitability compared to competitors because of green products', 253strongly agreed, 61 agreed, 4 respondents disagreed and 4 also strongly disagreed. This implied that majority of the respondents agreed that they have better profitability compared to competitors because of green products.

Item 3 states that "Greening processes can result in efficiency gains by improving operational efficiency and performance'. Out of 322 respondents, 243 strongly agreed to the assertion, 62 agreed, while 15disagreed. Only 2 respondents strongly disagreed. This means majority of the respondents agreed that Greening processes can result in efficiency gains by improving operational efficiency and performance.

According to item 4, Including safety precautions in product production, such as sanitizing goods after picking them up from the supplier enhances business performance. 240 respondents strongly agreed to this assertion, 77 agreed and only 5 disagreed. This confirmed that Including safety precautions in product production, such as sanitizing goods after picking them up from the supplier will actually enhance business performance in Abuja.

Item 5 states that "Green innovation directly affects a business performance'. 247 respondents strongly agreed to the assertion, 62 agreed, while only 13 respondents disagreed. This means majority of the respondents agreed that green innovation will directly affect SMEs performance in Abuja, indicating that innovation is key in green marketing and business sustainability.

4.2 Test of hypotheses

Hypothesis1: There is no significant impacts of Green Price on the performance and sustainability of Small and Medium Enterprises (SMEs) in Abuja, Nigeria

Table 4.: Summary of the Regression statistics on the impacts of Green Price on the performance and sustainability of Small and Medium Enterprises (SMEs) in Abuja, Nigeria

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.514a	.381	.381	.13464
a. Predictors: (Constant), GPrice				

Considering the results of the regression statistics analysis in table 4, the R-value of 0.514 presents a positive correlation. suggesting that the influence of green price on the performance and sustainability of Small and Medium Enterprises is high. The table equally present the R2 value of 0.381 which suggest that green price accounted for 38.1% contribution in the performance and sustainability of Small and Medium Enterprises, the remaining 61.9% are accounted for by other variables not considered in the model.

Table 5: ANOVA[a]

Model		Df	Mean Square	F	Sig.
1	**Regression**	1	21.368	1144.301	.009b
	Residual	320	.019		
	Total	321			
a. Dependent Variable: BPerformance					
b. Predictors: (Constant), GPrice					

The ANOVA of the regression analysis evaluates how the model explains the variation in the performance and sustainability of Small and Medium Enterprises, the analysis shows that the overall regression model is significant with a p-value of 0.009, which is below the standard means of 0.05 level of significant, suggesting that green price contribute in explaining the variation in the performance and sustainability of Small and Medium Enterprises.

Table 6: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	**(Constant)**	.318	.101		3.162	.002
	GPrice	.139	.053	.146	2.640	.009
a. Dependent Variable: BPerformance						

The coefficient statistics of the regression analysis shows the impact of green price on the performance and sustainability of Small and Medium Enterprises. The constant value indicate that 0.318 unit is the baseline in performance and sustainability of Small and Medium Enterprises, regardless of the change in green price. However, green price will generate 0.139 in performance and sustainability of Small and Medium Enterprises, provided other variables remain constant, this is significant at p-value of 0.009 which is lower than 0.05 level of significant. Showing that the relationship between green price and the performance and sustainability of Small and Medium Enterprises is positive though weak. Consequently, the null hypothesis which state that there is no significant impacts of Green Price on the performance and sustainability of Small and Medium Enterprises (SMEs) in Abuja, Nigeria, is hereby rejected

Hypothesis two: There is no significant impacts of Green Place on the performance and sustainability of Small and Medium Enterprises (SMEs) in Abuja, Nigeria

Table 7: is the Summary of Regression statistics on the impacts of Green Place on the performance and sustainability of Small and Medium Enterprises (SMEs) in Abuja, Nigeria

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.474a	.225	.223	.25734
a. Predictors: (Constant), GPlace				

Table 7 is the results of regression statistics analysis, showing the R-value of 0.474 which presenting a positive correlation. This suggest that the influence of green place on the performance and sustainability of Small and Medium Enterprises is strong. The table equally present the R2 value of 0.225 suggesting that green place contribute 22.5% in the performance and sustainability of Small and Medium Enterprises, the remaining 77.5% could be other factors that can have an impact on the performance and sustainability of Small and Medium Enterprises which are not considered in the model.

Table 8: ANOVA[a]

Model		Df	Mean Square	F	Sig.
1	**Regression**	1	6.152	92.897	.004b
	Residual	320	.066		
	Total	321			
a. Dependent Variable: BPerformance					
b. Predictors: (Constant), GPlace					

The ANOVA of the regression analysis evaluates how the model explains the changes in the performance and sustainability of Small and Medium Enterprises, the analysis shows that the overall regression model is statistically insignificant with a p-value of 0.004, which is below the standard means of 0.05 level of significant, suggesting that green place contribute in explaining the variation in the performance and sustainability of Small and Medium Enterprises.

Table 9: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	**(Constant)**	1.707	.208		8.191	.000
	GPlace	.243	.056	.474	9.638	.004
a. Dependent Variable: BPerformance						

The coefficient statistics of the regression analysis shows the impact of green place on the performance and sustainability of Small and Medium Enterprises. The constant value indicate that there is the baseline of 1.707 unit in performance and sustainability of Small and Medium Enterprises, regardless of the change in green place. However, green place will contribute 0.243 in performance and sustainability of Small and Medium Enterprises, provided other variables remain constant, this is significant at p-value of 0.004 which is lower than 0.05 level of significant. Indicating that the relationship between green place and the performance and sustainability of Small and Medium Enterprises is positive. Consequently, the null hypothesis which state that there is no significant impacts of Green Place on the performance and sustainability of Small and Medium Enterprises (SMEs) in Abuja, Nigeria, is hereby rejected.

4.3 Discussion of findings

The purpose of this study was to assess the impacts of Green Pricing and placement on the performance and sustainability of Small and Medium Enterprise in Abuja. The results of the findings is in line with the objective, and in line with the Trickledown Theory and Triple Bottom Line (TBL) Theory, also known as the "3Ps" (People, Planet, Profit) framework. Evidence from the study revealed that:

The impact of green price on the performance and sustainability of Small and Medium Enterprises is strong with R value of 0.514, and a p-value of 0.009 which is lower than 0.05 level of significant. Similarly, the result also shows the unstandardized Coefficient of 0.139 which indicate that for each unit increase in green price, the performance and sustainability of Small and Medium Enterprises will increases by 13.9%, holding all other factors constant, making green price a key driver of the performance and sustainability of Small and Medium Enterprises as well as effective strategy for improving performance. This result is also in line with the empirical evidence of (Pepple et al., 2024) that relationship exist between green price and business performance. They result revealed a P-value of 0.023, which is lesser than the significant level of 0.05.

The second the objective of the study was to ascertain the impacts of green place on the performance and sustainability of Small and Medium Enterprises (SMEs) in Abuja, Nigeria. The findings of the study reveals that the R value of 0.474, and p-value of 0.004 which is lower than 0.05 level of significant, which suggest that the impact of green place on the performance and sustainability of Small and Medium Enterprises is strong. The unstandardized Coefficient of 0.243 indicate that for each unit increase in green place, the performance and sustainability of Small and Medium Enterprises will increases by 24.3%, holding all other factors constant, also making green place a key driver. This is in line with the work of (Suhaily et al., 2020) which established direct effect of green product, green price, green place, and green promotion to consumer attitude to purchase decision. But this does not agree with the findings of (Astuti et al., 2021), who investigated the effect of green marketing mix on purchasing decisions. They found that green place did not influence purchasing decisions significantly because consumers, who were primarily snack producers, did not consider the distance of the marketplace.

V. Conclusion/Recommendations

The study has established that green price and green place have impacts on the SMEs performance and sustainability in Abuja. Hence the study concludes, that green marketing activities on the basis of green pricing and placement has emerged as a powerful tool that transcends profit considerations. It is a strategic marketing imperative that aligns businesses with the principles of sustainable development in line with SDG 12 (Responsible consumption and production).

Based on the findings of the study, it is thus recommended that there is the need for small and medium enterprises in Abuja to explain to consumers the reason for the price of green products and services, by highlighting beneficial effects of green products and services both to the body and the environment, to enable them make informed decision to purchase the products without hesitation or much persuasions. Also, SMEs in Abuja should continue to reconfigure their logistics arrangements to make them environmentally efficient, by using vehicles that consume less energy or that produce minimal carbon emissions; thus, showcasing the dedication to improve operations while meeting certain environmental, social, and governance requirements in line with sustainable development goals Agenda 2030 of United Nations.

VI. Contribution to knowledge

This study has opened a new frontier of knowledge by establishing a linkage between Trickledown theory, Triple Bottom Line (TBL) Theory, also known as the "3Ps" (People, Planet, Profit) and their impact on green pricing and placement as a marketing practice, SMEs performance and sustainability in Abuja, Nigeria. The study has also contributed to a great deal of knowledge by augmenting the available knowledge and understanding of important enablers of green pricing and placement adoption in Abuja. This provides various managerial and policy implications like, the factors identified as antecedents, mediator or moderator may give better understanding to the SMEs in Abuja to make their product, price, placement, and promotion strategies, like product development, product availability, etc. It may help them understand which are the most critical factors that may help in increasing productivity.

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