



SUSTAINABLE BRANDING STRATEGIES OF NIGERIAN BOTTLING COMPANY (COCA-COLA): ENHANCING CONSUMER PERCEPTIONS IN NIGERIA’S BLUE ECONOMY

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ABSTRACT

The study is directed to the issue of identification of how the branding strategies of the Nigerian Bottling Company (NBC) are used to change consumer attitudes towards the country's blue economy. The objective here is to look into aspects that make consumers choose NBC's eco-friendly brand and indicate useful approaches to green branding. Through in-depth discussions with the marketing and sustainability experts of NBC, we can obtain insights into the company's initiatives. The consumer survey will monitor the audience's level of awareness, attitudes, and purchase intentions. The revealed results of the qualitative and quantitative studies are to pinpoint the most significant factors that promote sustainable brand image among Nigerian consumers. This study expands existing knowledge on sustainable branding in Nigeria's blue economy, adding to literature that is still quite limited by illustrating how consumption behavior impacts branding dynamics and brand maintenance approaches in this environment. The above findings will apply to NBC as well as other operators in the ocean industry. Eco-conscious consumers will be attracted if these companies operate sustainably according to the principles of environmentally friendly branding.

Keywords: Blue Economy, Consumer Perception, Environmental Consciousness, Sustainable Branding

1. Introduction

Nigerian Bottling Company (NBC) - a local bottler for Coca-Cola products in Nigeria - has been the trail-blazer in an environmental friendly approach to branding in the nation's blue economy as shown by (Sustainability Takes Center Stage as Nigerian Bottling Company Unveils Green Area in Abuja, 2023). The Blue Economy, which is centered the sustainable-use of oceans resources for the growth of business, improved livelihoods and job creation. It has become a component of the Nigeria economic development focus (Okon Jacob & Joseph Umoh, 2022). In such a situation, the specific branding techniques used by NBC that aim to boost the brand's image and create a strong connection with consumers in terms of sustainability become highly valuable.

The research problems scrutinized in the study is to assess whether the advertiser's strategy, as deployed by the Nigerian Broadcasting Corporation, contributes to the development of a favorable background by the Nigerians to the blue economy (Gbadegesin & Akintola, 2021). The aim of this study is to identify the aspects that support the use of NBC's ecofriendly brand by the consumers and to examine the effective ways to use green branding in this context (Adegbite & Nwankwo, 2021).

Two key research questions guide this study:

- a. What are the specific branding strategies employed by NBC to promote its sustainable image and influence consumer perceptions of the blue economy in Nigeria?

- b. How do consumers in Nigeria respond to NBC's sustainable branding efforts, and what factors contribute to their attitudes and purchase intentions towards the company's eco-friendly products?

The novelty of this study is concentrated on the blue economy sector as one of the intersections of sustainable branding in the Nigerian context; the area that has not been a subject of literature review in the existing one (Okon Jacob & Joseph Umoh, 2022). Through NBC's strategies and the way consumers reacted to these projects, this study intends to enlarge the intellectual base around branding in the country's maritime sectors.

The outcomes of this study have pertinent implications for NBC and other actors in the ocean business in Nigeria. Consequently, eco-friendly brand image can become a more powerful factor in consumer behaviour, if we look at what generates it and how it works. Thus, realising this potential blue economy companies can design more efficient eco-conscious branding strategies to attract those environment conscious consumers, who are the ones to contribute to the development of the blue economy and success of eco-business schemes (Okeke, 2021).

The research will be structured as follows: To begin, the latest scientific findings on the Sustainable Branding and the Blue Economy will be reviewed in literature review. In continuation, the procedures including both the qualitative and the quantitative methods will be duly explained. The study findings, including the specialists' expertise in marketing and sustainability at NBC, will be analyzed as well. Concluding, the study will describe its findings and explain details of the proposed study that will be conducted.

2. Literature Review

In the blue economy, sustainable branding strategies have gained more and more attention as companies try to implement this technological development so that their brand image would correspond to the environmentally sustainable idea (Sustainability Takes Center Stage as Nigerian Bottling Company Unveils Green Area in Abuja, 2023). The matter of sustainable branding implies using marketing and communication tools to bring to the forefront more eco-friendly approaches and products, so to change consumers' perceptions about environment protection hand in hand with their behavior.

The study of blue economy in Nigeria has not been elaborated to demonstrate any role of sustainable brands in terms of consumers' opinions in particular. While those are made in other scenarios, though, research finds crucial lessons aiming to inform this study.

It is very important for sustainable branding to have eco-friendly bags or boxes. The research conducted by Kotler et al. (2019) suggested that the packaging design and materials has a significant role in the conformation of the consumers' perception of brand sustainability. The usage of eco-friendliness by NBC as regards the adoption of recyclable bottles and packaging that would biodegrade easily is a step in the right direction that might work in creating a sustainable brand image and attracting environmentally conscious consumers.

Moreover, having corporate social responsibility (CSR) programs is one of the main features of sustainable branding as well. The support for CSR initiatives of organizations that are directed to environmental conservation, and community growth as being seen as socially responsible and environmentally conscious (Sustainability Takes Center Stage as Nigerian Bottling Company Unveils Green Area in Abuja, 2023). NBC's engagement in activities like beach clean-ups, marine protection and sustainable fishing helps to raise a positive attitude among consumers regarding the company's involvement in the profits of the sea and sustainable policies.

Consumers' attitudes and related behaviors related to sustainable brands are conditioned by a variety of determinants. One of the factors lies in the area of environmental consciousness. It becomes easy for the consumers who are more concerned about environmental issues and

have developed change in their lives to select the brands followed by the sustainable practices (Kotler et al. , 2019). As a result, examining the level of environmental consciousness of the customers in Nigeria and their knowledge of the blue economy will be central in the assessment of the sustainability success of the blue branding strategies by the NBS.

Moreover, consumer confidence too takes hold in significant position in green marketing. According to (Sustainability Takes Center Stage as Nigerian Bottling Company Unveils Green Area in Abuja, 2023), consumers tend to trust retail brands that show their willingness and commitment to sustainability by being transparent about their sustainable practices. NBC's sustainable practices, practiced through labeling/disclosures, could make a new channel of communication that will create consumer trust and build their sustainable brand image.

However, the knowledge on sustainable branding in the blue economy is scarce, with just few works mainly in stark contrast to the Nigerian context. In this study, we plan to fill the gap by looking at branding techniques used by NBC and investigating the impacts of these branding techniques on consumer perceptions. Through investigating the linkage of consuming behaviour, branding dynamics and brand maintenance principles, this study will be devoted to the current understanding of green branding in the context of the Nigerian blue economy (Okon Jacob & Joseph Umoh, 2022).

3. Methodology

The mixed-method approach of the study examines sustainable branding strategies that the Nigerian Brewing Company (NBC) used in Nigeria's blue economy and their effects on the perception of consumers in that area.

3.1 Qualitative Approach

This study also includes interviews with marketing and sustainability experts at NBC, these interviews hold qualitative aspect of the study. By purposive sampling, participants will be chosen from the company's marketing and sustainability departments. The interviews will target to get an in-depth understanding of the exclusive branding strategies put forth by NBC in the name of being eco-friendly and thereby getting the consumers comfortable with the blue economy. The interview questions will cover topics such as:

- a. NBC's sustainability initiatives and their integration into the company's branding efforts
- b. The communication channels and messaging used to convey the company's commitment to the blue economy
- c. Challenges and opportunities faced in implementing sustainable branding strategies
- d. Perceptions of consumer responses to NBC's sustainable branding efforts

The qualitative data will be coded and then analyzed by means of theme analysis to single out the main topics ranked with the highest frequency of appearance.

3.2 Quantitative Approach

The quantitative part of the research will center on a consumer survey that will determine the level of awareness, attitude, and intention to purchase to an extent of NBC's sustainable efforts to the consumer.

A sample consisting of 248 customers who are being drawn randomly from different locations across Nigeria will be used. The survey will include questions on:

- a. Awareness of the blue economy and environmental issues
- b. Perceptions of NBC's sustainable branding and its impact on brand image
- c. Factors influencing consumer attitudes and purchase intentions towards NBC's eco-friendly products
- d. Demographic information (age, gender, and education level)

The quantitative information will be handled through the use of data analytical methods like descriptive statistics, and correlation analysis among others. These techniques will help in

finding the strong factors that influence consumer perceptions and attitudes toward NBC's branding approach which is centered on sustainability.

With a comprehensive integration of qualitative findings with the quantitative results, an in-depth comprehension of the way in which the green branding tactics of NBC influence Nigerian consumers' perception in regards to the blue economy will be achieved. These results will help expand what we already know about Green Marketing and provide a practical guide for the operators of the ocean business.

4. Research Findings and Discussion

This study examines the Sustainable branding strategies of nigerian bottling company (coca-cola): enhancing consumer perceptions in nigeria’s blue economy.

The demographical distribution:

The demographic information includes a sample size of 249 participants from Nigeria. The participants, including Male and female

Table 1. Gender of the respondents

Gender	Frequency	Percentage
Female	130	52
Male	118	48
Total	248	100

Source: *Fieldwork by the author, 2024*

On the survey, gender split is evenly enough with a little bit edge for women (52%) while men (48%) endure slight edge.

Table 2. Age of the respondents

Age	Frequency	Percentage
18-24	94	38
25-34	105	42
35-44	31	13
45-54	15	6
55+	3	1
Total	248	100

Source: *Fieldwork by the author, 2024*

The most reported age group to the survey was 25-34 years with 42 % of total participants. The other one is the age of adolescents that is younger than 25 years old (18-24), which is 38%. The remaining age groups have a significantly lower representation: 35-44 (13 %), 45-54 (6%), and 55 + (1%).

Table 3. Educational level of the respondents

Educational level	Frequency	Percentage
High school diploma	58	23
college	32	13
Bachelor’s degree	104	42
Graduate Degree	54	22
Total	248	100

Source: *Fieldwork by the author, 2024*

The largest group of respondents i.e., 42%, have education level Bachelors Degree. The Tertiary education programs like the Graduate degrees are the second following suit at 22%. pooling 36% of respondents with high school diploma (23%), some college experience (13%).

RQ1. What are the specific branding strategies employed by NBC to promote its sustainable image and influence consumer perceptions of the blue economy in Nigeria?

Open ended questions

Based on this, we asked four open-ended questions and got answers back from the consumers. The answers were scrutinized, and then a brief synopsis is carried out below.

1. Does NBC effectively integrate its sustainability initiatives into its branding efforts to create a positive and environmentally conscious image?

Answer: Sustainability initiatives implemented by NBC were among the main things participants appreciated; they included use of recyclable and recycled packaging materials, investments in marine conservation programs, and electing staff and participants to join beach clean-up activities. These programs were deliberately connected with the company's branding intention at the end to show its degree of devotion to environmental sustainability and the deep blue savings.

"We have been persistently endeavoring to often associate the brand image with the sustainability practices. Our drift of packaging, our campaigns of marketing and our communication of community all reflect the measures we have taken to protect marine environment and stimulate the prosperity in blue economy."

2. What communication channels and messaging does the company use to display its commitment to the blue economy?

Answer: The experts highlighted the necessity of sound communication skills and, most importantly, interactive stakeholder participation in crafting sustainable branding strategy. NBC after all remains affable with customers, local communities and environmental societies in order to pass the message about its sustainability endeavours and the blue economy.

"We know communicating to our stakeholders our Sustainability initiatives is important. That's why we use various channels ranging from social media to community events to story-tell and inspire others to involve in protecting oceans and creating the blue economy."

3. What are the Challenges and opportunities faced in implementing sustainable branding strategies?

Answer: The interviews too identified some issues encountered by NBC in the actualization of sustainability branding. These included the preferably high expenses that are related to sustainable packaging materials and the corresponding necessity of continuous innovation to lead the market.

Despite all these contestations, however, the ones who participated felt highly positive towards the future of NBC's eco-conscious marketing initiatives. They talked about the fact that the organization is devoted to sustainable development and spares some resources to make the research, which may bring about new solutions and improve current practices.

"We acknowledge that there is always some progress to be made. We are committed to conducting R&D in alternative packaging materials and technologies that can further help us reduce our ecological footprint. Our long-term targets are to constantly bring about innovation, while prompting others within the blue economy to follow suit."

4. What are the Perceptions of consumer responses to NBC's sustainable branding efforts?

Answer: The participants stated sustainability initiatives of the NBC leads to the build of trust and eventually develop of consumer perception and brand loyalty. Customers have learned to be more mindful of environment-oriented actions taken by the company, which then leads to an increased possibility that they choose gets NBC products instead of those of competitors.

“The customers we serve have been more attached to environmental concerns and have seen our brand as taking sustainability to heart. This has gone to show that there is a direct correlation between us and the blue economy and has so far strengthened our brand identity.”

Results from this study essentially reveal to us that green brand is a focal point in the Blue Economy. It is the case of Nigerian Bottling Company that highlights the absolute necessity of ascertaining a company's sustainability policies and communication strategies alongside its brand gesture.

Through the careful insertion of the environmental tasks into the branding operations of the company, NBC has been witnessed to create a solid competitive advantage and be able to appeal to the ever-growing demand for eco-friendly products. Although the company used stakeholder engagement and communication effectively, its sustainability practices also played an important role in creating a positive perception and a strong trust in stakeholders.

These outcomes, therefore, beyond one particular case, may have a wider ethical relevance for companies in the blue economy. Sustainable branding might be a good booster for firms to display their commitment to the blue economy, environmental protection and make their market position much stronger. On the contrary, but quite importantly, to be successful in sustainable branding, companies must undertake real and influential sustainability actions. Greenwashing is publicity that touts environmental efforts that are not true and so will lessen the credibility of a company and can ruin its brand.

RQ2. How do consumers in Nigeria respond to NBC's sustainable branding efforts, and what factors contribute to their attitudes and purchase intentions towards the company's eco-friendly products?

Table 4. Awareness of the blue economy and environmental issues

Questions	Very familiar (5)	Quite Familiar (4)	Somewhat Familiar (3)	Slightly familiar (2)	Not familiar (1)
How familiar are you with the concept of the blue economy?	15 (6%)	37 (15%)	71 (29%)	58 (23%)	67 (27%)

Source: Fieldwork by the author, 2024

Table 5. Awareness of the blue economy and environmental issues

Questions	Highly aware (5)	Quite aware (4)	Somewhat aware (3)	Slightly aware (2)	Not aware(1)
To what extent are you aware of the environmental challenges facing our oceans and	58 (23%)	92 (37%)	41 (17%)	33 (13%)	24 (10%)

marine ecosystem?					
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Source: Fieldwork by the author, 2024

Table 6. Awareness of the blue economy and environmental issues

Questions	Extensive knowledge (5)	Quite knowledge (4)	Somewhat knowledge (3)	Slight knowledge (2)	No knowledge (1)
How much do you know about government and industry initiatives to promote environmental conservation in the blue economy?	30 (12%)	53 (21%)	61 (25%)	66 (27%)	38(15%)

Source: Fieldwork by the author, 2024

The study's findings ascertained that the public is mildly charged about the maritime economy vision as well as the ocean problems and the environment in general.

- a. **Awareness of the blue economy:** The majority (that is 29%) of those polled explained to be average familiar with this concept while 23% understood it partially and 27% knew nothing about the blue economy. 15 percent and 6 percent had a very and moderately high sense of familiarity with the campaigns while the rest had a little. Hence it's obvious to say that there has to be a way to raise public awareness and education on the subject.
- b. **Awareness of environmental challenges:** A similar trend can be seen when addressing the critical environmental issues related to our oceans and marine ecosystems. If we asked the question, "What percentage of respondents are aware highly to a little," about 37% of the respondents reported being moderately aware, and about 23% mentioned being highly aware. Meanwhile, the 17% responded that their awareness on this topic was moderate, 13% on this subject was slight, and 10% on this topic was none at all. It is an encouraging finding, since it implies that people are to greater extent aware of the necessity to maintain ocean wellness.
- c. **Knowledge of government initiatives:** The distinction is that the individuals' awareness of exactly the government initiatives as well as those organizations, which is aimed at environmental preserving in the world of the blue economy, seems to be even lower. As it turned out, 12% of the polled subjects claimed the depth of their knowledge of the issue was excessive; the other 21% came in the category of considerable knowledge. The bulk of the participants (42%) attributed themselves either as individuals who have mastered the subject (25%) or those who have adequate knowledge (15%), and 15% claimed to not know of it whatsoever. This calls to mind the need to respond by enhancing communication strategies aimed at telling the community about activities geared towards curing the environmental problems of blue economy.

Table 7. Perception of NBC’s sustainable branding and its impact on brand image

Questions	Highly committed (5)	Quite committed (4)	Somewhat committed (3)	Slightly committed (2)	Not committed (1)
How would you rate NBC’s commitment to sustainability and environmental responsibility?	59 (24%)	109 (44%)	45 (18%)	22 (9%)	13 (5%)

Source: Fieldwork by the author, 2024

Table 8. Perception of NBC’s sustainable branding and its impact on brand image

Questions	Strongly positive (5)	Positive (4)	Neutral (3)	Negative (2)	Strongly negative (1)
To what degree do NBC’s Sustainability efforts positively influence your perception of the company’s brand?	70 (28%)	62 (25%)	57 (23%)	23 (9%)	36 (15)

Source: Fieldwork by the author, 2024

Table 9. Perception of NBC’s sustainable branding and its impact on brand image

Questions	Definitely more likely to purchase (5)	Likely more likely to purchase (4)	Neutral impact on purchase decision (3)	Likely less likely to purchase (2)	Definitely less likely to purchase (1)
To what extent does NBC’s Sustainable image make you more likely to purchase its product	63 (25%)	42 (17%)	81 (33%)	37 (15%)	25 (10%)

Source: Fieldwork by the author, 2024

The survey results on NBC's commitment to sustainability and environmental responsibility offer some interesting insights: The survey results on NBC's commitment to sustainability and environmental responsibility offer some interesting insights:

Public Perception of NBC's Sustainability Efforts:

Moderate Commitment Perception: The attention of many voters (44%) leaning toward NBC being quite committed reveals the concerns of their residents for the active role. On the other side, still, a combined 24% expressed indifference because either they were merely fascinated or they were not committed at all, meaning that there is still a need for development of public opinion.

Impact on Brand Image:

Positive, but Room for Growth: The replies from 53% joined hands with the other 28% to give the sustainability effort of NBC a brilliant perception. Contrary to this, 24% still don't have a positive point of view about Coke's activities towards the environment and these include some who are neutral or negative about the issue.

Influence on Purchasing Decisions:

Moderate Influence: One in every four respondents (25%) indicated absolutely a chance that they would acquire the services / products because of / thanks to NBC's eco-friendly reputation. Nevertheless, it is important to take into account that 1/3 (33%) of the sample population is not able to make a judgment, and the level of the impact is 25%.

The survey data indicates that NBC's sustainability initiatives are having a modest effect. Consumers sometimes acknowledge this level of commitment and it makes them more open to the brand. Nevertheless, there is a necessity to improve the general people's attitude and potentially illustrate the implications of their activities in order to win over neutral spectators and those who are unaware their efforts.

Table 10. Factors influencing consumer attitudes and purchase intentions towards NBC's eco-friendly products:

Measures	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Environmental consciousness	20 (8%)	44(18%)	50 (20%)	70 (28%)	64 (26%)
Perceived corporate social responsibility (CSR)	11(4%)	34 (14%)	56 (23%)	67 (27%)	80 (32%)
Brand loyalty	19 (8%)	23 (9%)	47 (19%)	82 (33%)	77 (31%)

Source: Fieldwork by the author, 2024

The survey results reveal several key factors influencing consumer attitudes and purchase intentions toward NBC's eco-friendly products: The survey results reveal several key factors influencing consumer attitudes and purchase intentions toward NBC's eco-friendly products: • Environmental Consciousness: A majority of the participants (i.e., 54.04% of them in total) strongly agree or agree that environmental awareness does have an impact on their choice of

organic product of the NBC company. That means more and more consumers are increasingly becoming prepared to spend a bit more for environmental products.

- a. Perceived Corporate Social Responsibility (CSR): The proportion is even higher (32.26% + 27.02% = 59.28%) when it comes to the strong or weak responder who says that the commitment of corporations to social responsibility does influence their purchase decisions regarding NBC's green products. It appears that the consumers consider the Earth both, an ecological problem and social issue.
- b. Brand Loyalty: Brand loyalty also contribute in consumer’s behaviour, with 33.06% + 31.05% = 64.11% mentions that it guides their choices with positive responses. This point to the fact that NBC should focus on creating a strong brand loyalty among environmentally conscious customers. To sum up, the survey data indicated that the consumers show a higher level of inclination towards the green products which they think are also socially responsible

Table 11. Correlations

		bran loyalty	CRS
Brand loyalty	Pearson Correlation	1	.925*
	Sig. (2-tailed)		.024
	N	5	5
CRS	Pearson Correlation	.925*	1
	Sig. (2-tailed)	.024	
	N	5	5

*. Correlation is significant at the 0.05 level (2-tailed).

The table above indicates how Brand Loyalty is related to CRS through a small sample (N=5). The correlation coefficient is .925. Using the Pearson's Correlation Test, we found a very strong positive correlation of 0.925. This generally implies a perfect and strong positive relationship between brand loyalty and CRM. This analysis reveals that the wider the brand loyalty of the customers, the higher CRS they tend to have. The p-value, which is .024 is significant statistically at the p-value of 0.05. (denoted by the {asterisk} symbol). Therefore, the estimated level of confidence that this observed correlation was not due to a chance is quite high. It is, however, essential to highlight the fact that a correlation does not directly indicate a causal link. While there is the implication of branding having an effect on CRS and CRS having an effect on branding, there is no clear proof, yet, that the relationship has a causal nature or otherwise. There might be some other variable that can be attributed to the response and customer retention being on the high up.

Table 12. Correlations

		environmental Consciousness	brand loyalty
environmental Consciousness	Pearson Correlation	1	.918*
	Sig. (2-tailed)		.028
	N	5	5
brand loyalty	Pearson Correlation	.918*	1
	Sig. (2-tailed)	.028	
	N	5	5

*. Correlation is significant at the 0.05 level (2-tailed).

The table presented shows the correlation between being environment-consciousness and brand loyalty. The correlation coefficient stands at 0.918, which is very close to 1, a value that suggests very strong positive correlation. A positive correlation denotes a relationship, in which these two variables move in the same direction or in other words, they are positively associated. Here, it is a clear indication that the loyalty of the brand is tremendous when customers begin to reflect environmental issues. The level of significance, expressed here as * p-value, means that there is * chance that it is produced by chance or just pure randomness. About 0.28, is less than 0 . 05. Such tendency reveals that the correlation of the observed data is a statistically significant one. Statistically, there is a very low probability, that this outcome is due to chance

The research findings imply that there exists a very strong positive correlation between environmental consciousness and brand loyalty. Consumers who are more environmentally aware are consumers who are loyal to NBC brands they perceive as really environmentally friendly as well.

Table 13. Correlations

		environmental Consciousness	CRS
environmental Consciousness	Pearson Correlation	1	.945*
	Sig. (2-tailed)		.015
	N	5	5
CRS	Pearson Correlation	.945*	1
	Sig. (2-tailed)	.015	
	N	5	5

*. Correlation is significant at the 0.05 level (2-tailed).

This correlation implies very strong and positive link between environment perspective and CSR (Corporate Social Responsibility). The highest possible correlation ($xy= 1. 00$) is a perfect positive correlation, which is represented by the Pearson correlation coefficient of 1 (rounded to two decimal places), i. e. 1. 00. This can be translated as the cause and effect relationship: when environmental consciousness scores get higher, CRS scores also appear on a high level and vice versa. The significance level (p-value) of zero. 015 is not as much as 0.

The Pearson's correlation coefficient is estimated to be near 0.5 as a standard value. In other words, the correlation which was observed is statistically significant, and, therefore, there is the high probability that it is not due to random chance.

5. Limitations of the Study

Sample Size: The researcher employed open-ended questions, which might have influenced making of a small sample size, thus limiting the generalizability of the findings to the whole population.

6. Recommendations to Increase the Strength of NBC within the Blue Economy

Based on the study's findings, here are recommendations for NBC to solidify their position in the blue economy: Based on the study's findings, here are recommendations for NBC to solidify their position in the blue economy:

- a. **Boost Public Awareness:** Launch education campaigns to inform consumers on NBC's blue economy and their own sustainability initiatives. Such an approach may include online media communications, educational alliances, or intuitive containers that describe how this region is vital for the blue economy.
- b. **Showcase Impact:** Quantify both the ecological and social influence of NBC's sustainable performances and explicitly express those results. Trust development and brand reputation, reinforce the company as a leader in the blue economy. Emit tangible success, in within the waste reduction, and resource conservation of which all local communities fall under toe.
- c. **Cultivate Brand Loyalty:** Work on the focused strategy to build customer loyalty from the consumers who advocate fair trade. This could be achieved through, for example, loyalty programs and reward schemes that encourage environmentally conscious choice, collaborations with environmental NGOs, or unique (eco-friendly) product lines.

7. Conclusion

Accordingly, the blue economy and environmentally related problems were acquainted with moderate mental knowledge of public. Despite a fairly positive view consumers hold towards NBC's sustainable efforts, there is still considerable quest to get more people informed about sustainability. Consciousness of environment, the issue of corporate social responsibility, as well brand loyalty were identified as major factors of people starting to chose the NBC's green line. Indeed those output indicate that NBC might be in a long run hold a larger part of the blue economy by giving the consumers more knowledge about the blue economy and its activities, showing potential impact of their works and strengthening trust of the environmental friendly consumer. This way offers the possibility to involve the company's sustainability endeavors in its brand positioning, achieving greater recognition among environmentally aware consumers and adding to a more sustainable blue economy.

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