

Green Netnographic Marketing Strategy for Eliminating Contact Research Practices in Nigerian Universities: A Post-Corona Virus Paradox

Abanyam, Friday Ekahe^{1*} & Onimawo, Janet Achikere²

¹Department of Business Education, Faculty of Education, Ambrose Alli University Ekpoma, Edo State, NIGERIA.

²Department of Public Administration, Faculty of Management Sciences, Ambrose Alli University Ekpoma, Edo State, NIGERIA.

*Corresponding Author Email: fabanyam@aauekpoma.edu.ng

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Abstract: Corona virus has halted activities in several countries. The effect of this virus has led to the shutting down of not just the economy but also academic activities in Nigeria. There are worries on the minds of policy makers in education, marketing and the general society on how academic and marketing activities such as conferences, seminars, information and researches can be done without endangering the lives of participants by gathering them in a place amidst COVID-19 pandemic. Hence, a friendly way of conducting research without physical contact with participants has sufficed in virtual reality known as green netnographic marketing. Therefore, the main purpose of this study was to determine the green netnographic marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. Two research questions and hypotheses guided the study. The study adopted a survey research design. 472 made up of Marketing Managers, Lecturers, and students of an online community in both public and private universities in Nigeria. A structured questionnaire and focus group discussion guide were used as instruments for data collection. The instruments were structured on a four-point scale of Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD) with values of 4, 3, 2, and 1 respectively. The instruments were validated by seven experts. Cronbach alpha reliability method was used to determine the internal consistency of the instruments. The analysis yielded an overall reliability index of 0.89 indicating that the instruments were highly reliable. The data collected for the study were analyzed using mean, standard deviation and Analysis of Variance (ANOVA) statistics. The study found 18 ethical and 14 staff training strategies in green netnographic marketing for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. Based on the findings, recommendations were made which includes amongst other that marketing researchers should strictly adhere to green netnographic ethical considerations when conducting online research.

Keywords: Green Netnographic Marketing, Ethical and Staff training strategies, COVID-19.

1. Introduction

Coronaviruses are a large family of viruses that are known to cause illness ranging from the common cold to more severe diseases such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). The novel coronavirus (COVID-19) is a new strain of coronavirus that has not been previously identified in humans (World Health Organisation (WHO), 2020). The author stated that some coronaviruses can be transmitted from person to person, usually after close contact with an infected patient, for example, in a household workplace, or health care centre. Recommended practices to reduce exposure to and transmission of a range of illnesses include maintaining basic hand and respiratory hygiene, and avoiding close contact, when possible, with anyone showing symptoms of respiratory illness such as coughing and sneezing. The implication is that marketing activities hitherto are carried out

with people coming together to exchange their products. However, to overcome the challenge of contact marketing, a new philosophy known as green netnographic marketing has suffixed.

Green marketing, according to Abanyam and Uwameiye (2019), is a holistic concept that refers to all of the activities involving the idea conception, production, and consumption of products that are less detrimental to the environment. On the other hand, Netnography, according to Kozinets (2015), is a strategic online fieldwork procedures modified from participant-observation-based ethnographic methods, which guides online researchers through the processes of identifying a suitable online field site, negotiating access to communities operating within that site, gathering, analyzing and interpreting data, as well as dealing with ethical issues associated with researching online settings. Green Netnography marketing research therefore is a holistic concept that refers to all of the activities involving the idea conception, production, and consumption of products via a qualitative research methodology, which provides an economical, effective and unobtrusive means of studying online behaviour and generating naturalistic data about communities without coming in contact with respondents.

In recent times, Netnography is taking a central stage across not just in the social sciences, but also in the field of education. Kozinets (2007) argued that many social researchers are realizing the need to incorporate online mediated communications into their research in order to understand many of the important facets of contemporary social and cultural life (Kozinets, 2010). In Nigeria for instance, many consumers are patronizing various online platforms that are of interest to them. On these social networking platforms, several marketing behaviours are exhibited to the amazement of others. The use of Netnography as a green marketing strategy for achieving social distancing becomes inevitable.

Netnography addresses many of the procedural, ethical and methodological issues that are specific to online research, and incorporates a step-by-step approach, which is clearly defined than other forms of online ethnographic research. Netnography embraces a more pragmatic and applied approach which stands it out from other ethnographic communities.

Green Netnographic Marketing has a lot of important benefits for companies to leverage on. It reduces cost, builds brand value, protect the health of the citizens as well as preventing the spread of not just COVID-19 but other viral diseases. As observed by Kozinets (2010), the inventions of modern technologies have created opportunities for gathering data via multimodal texts, video and sound recordings in real-time multichannel interaction. These real time interactions are enabled through synchronous tools such as Whatsapp, ZOOM, Skype and interactive boards (Abanyam, 2019). These green platforms are effective methods for identifying lead-users in particular consumer areas, through their participation in online communities, provides approach for evaluating pedagogical tools and techniques in large university classes, as well as a consumer education tool, which does not contravene contemporary green research ethics.

Green ethics, according to Siham (2013), are a collection of principles of right conduct that shape the decisions people or organizations make in relation to their environment. Green netnographic ethical strategies in marketing research refer to the principles, rules and regulations guiding the conduct of online marketing research relating to data gathering, analysis and reporting outcomes of marketing research amidst COVID-19 pandemic. Lammers (2011) opined that as standards become more well-defined and consumers demand more transparency, companies are increasingly in need of the skills to begin the process toward the ever-evolving sustainable business. The popularity of green claims has been accompanied by criticism that businesses are overstating or misrepresenting the environmental benefits or attributes of a product or service, or the impact of a company's practices on the environment. This, according to Rahbar and Wahid (2011) in Abanyam (2019), is sometimes characterized as "greenwashing" and has the latent to undermine researcher confidence and punish marketers who comply with appropriate guidelines on truthful and non-deceptive marketing communications. Businesses as well as research institutes are confronted with ethical decision making on daily basis, thus, marketing researchers need to understand what good ethics are and how to incorporate good ethical practices into their green netnographic marketing programs. In order to achieve these goals therefore, marketing researchers and other staff members must be adequately trained on green netnographic practices.

Green training, according to Zoogah (2011), is a practice that focuses on developing workers' skills, knowledge, and attitudes in order to prevent deterioration of environmental resources. In this study, green netnographic staff training refers to the activities of imparting green netnographic marketing knowledge, skills and positive attitudes on the workers for successful marketing outcomes. Fernandez, Junquera, and Ordiz (2013) posited that green marketing practices require increased employee awareness, knowledge, and skills in both processes and materials, and that this requires integrated training in green marketing to create an emotional involvement in green netnographic research concerns. Also, providing green netnographic marketing training to staff on data gathering, analysis and reporting are useful strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era.

2. Statement of the Problem

Corona virus otherwise known as COVID-19 has modified the way things are done in recent times. This virus has halted activities in several countries. As at 25 August, 2020, the World Health Organisation (2020) stated that more than 23.67 million people have tested positive to COVID-19 while more than 813944 people have died from this pandemic worldwide. In Nigeria, the case is not different as 52,548 cases have been recorded as well as 1004 people

have died of COVID-19 pandemic (Nigeria Center for Disease Control, 2020). The effect of this virus has led to the shutting down of not just the economy but also academic activities in Nigeria. There are worries on the minds of policy makers in education, marketing and the general society on how academic and marketing activities such as conferences, seminars, information and researches can be done without endangering the lives of participants by gathering them in a place amidst COVID-19 pandemic. To prevent the further spread of this virus, physical distancing, contact avoidance or mass gathering of any kind have been advocated. Hence, a friendly way of conducting research without physical contact with participants has sufficed in virtual reality known as green netnographic marketing. Therefore, the main purpose of this study was to determine the Green netnographic marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era.

2.1 Research Questions

To achieve this purpose, the following research questions guided the study:

- What are the green netnographic ethical marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era?
- What are the green netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era?

2.2 Hypotheses

The following null hypotheses formulated for the study were tested at 0.05 level of significance:

- There is no significant difference in the mean ratings of the responses of marketing managers, lecturers and students on the green netnographic ethical marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era.
- There is no significant difference in the mean ratings of the responses of marketing lecturers, managers and students on the green netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era.

3. Methodology

3.1 Ethical Consideration

The approval for this study was granted by the departments with whom the authors have affiliation with. Participants completed written informed consent form.

3.2 Population of the Study

The participants for the study were 472 made up of 118 Marketing Managers of registered businesses with Marketing Department in Nigeria, 26 Marketing Education Lecturers In Nigerian Universities and 328 marketing education students of an online community domiciled in both public and private universities in Nigeria. These online communities include: Madonna University e-learning platform, Ambrose Alli University e-learning platform, Camp Nigeria – Entrepreneurial Development, University of Jos E-Learning, University of Lagos Distance Learning Institute, Ritman College E-Learning Platform, Sam Oluotunmbi's Learning Management System, Sedam Consulting E-Learning Platform, Business Education UNN e-forum, The Federal Polytechnic Ado-Ekiti E-Learning Portal, Voyage International School, Abuja. Others includes Covenant University e-Learning, Ahmadu Bello University Zaria e-portal, and Bridgelink Institute's Course Management System Portal.

3.3 Sample of the Study

The entire population was studied due to its manageable size. However, the researchers were unable to retrieve responses from 31 students; resulting in a 93% return rate on student population. Thus, 328 students were used for the study. Since netnography involves observation of naturally occurring 'postings' and 'threads' within an online forum and interviews with an online community; it was imperative to carry out the study using online communities in Nigerian universities. Written permission was granted by the Heads of Department, and informed consent was obtained from the participants in writing. This is in line with the assertion of Shine (2015) who stated that netnography may however involve data collection offline as well as online. Table 1 and 2 show the frequency distribution of participants, while Figures: 1, 2, 3, and 4 show pictorial representations of the personal characteristics of the participants.

Table 1: Frequency Distribution of Participant’s Status

S/no	Status	Frequency	Percent	Cumulative Percent
1	Marketing Managers	118	25.0	25.0
2	Marketing Lecturers	26	5.5	30.5
3	Marketing Students	328	69.5	100.0
	Total	472	100.0	

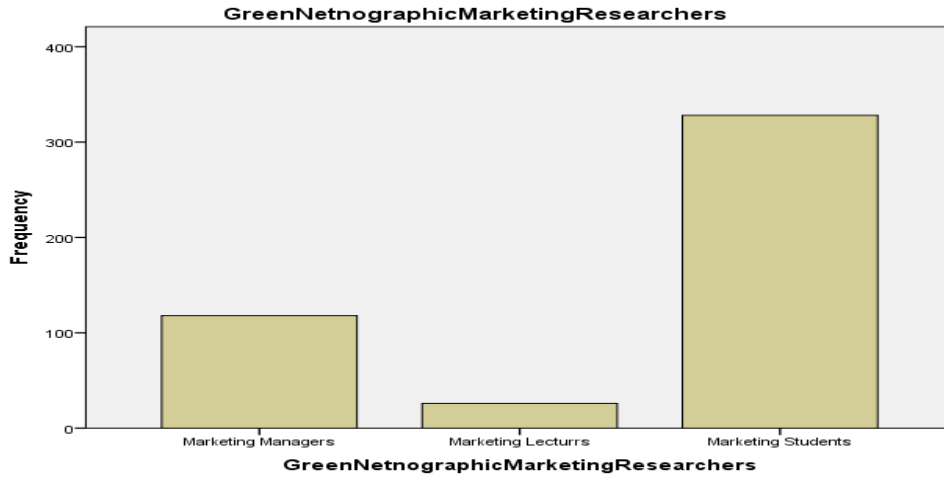


Fig 1: Bar chart showing the frequencies of participants

Fig. 1 shows that students had the highest number of participants, followed by the managers and lastly by the lecturers. Further information on the respondents personal characteristics were presented in Table 2.

Table 2: Frequency Distribution Table of Participant’s Characteristics

s/no	Variables	frequency	Percent	Cumulative Percent	
1	Age	15-25	209	44.3	44.3
		26-35	77	16.3	60.6
		36-45	132	28.0	88.6
		46 and above	54	11.4	100.0
2	Gender	Male	290	61.4	61.4
		Female	182	38.6	100.0
3	Geo-political Zones	South-South (SS)	91	19.3	19.3
		South West (SW)	108	22.9	42.2
		South East (SE)	126	26.7	68.9
		North Central (NC)	87	18.4	87.3
		North East (NE)	42	8.9	96.2
		North West (NW)	18	3.8	100.0

The information on the respondents personal characteristics was further represented graphically in Fig. 2, 3, and 4.

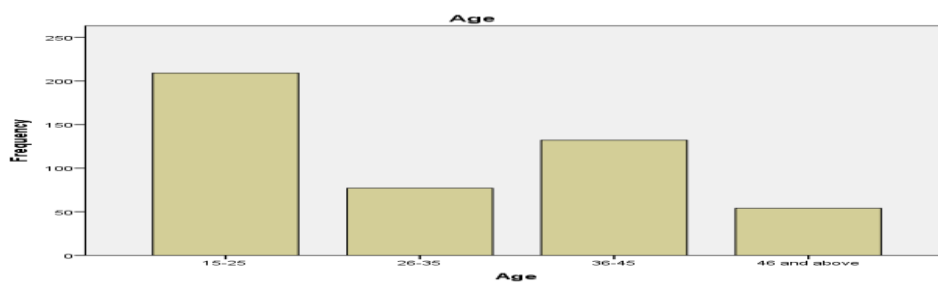


Fig. 2: Bar chart showing the distribution of the respondents’ Age

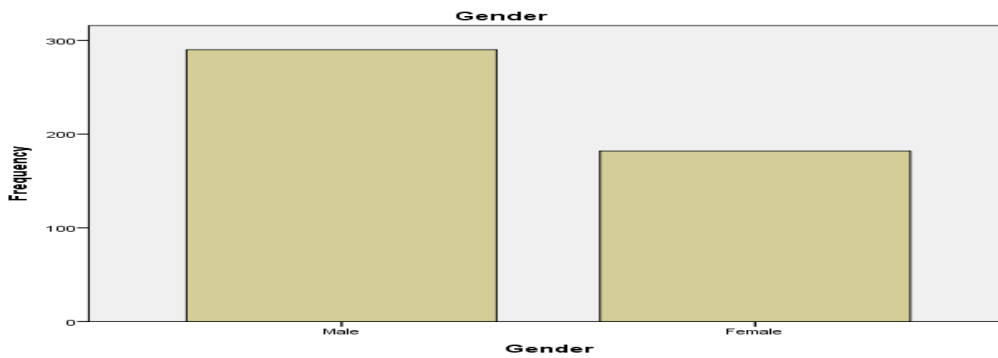


Fig. 3: Bar chart showing Gender distribution of respondents

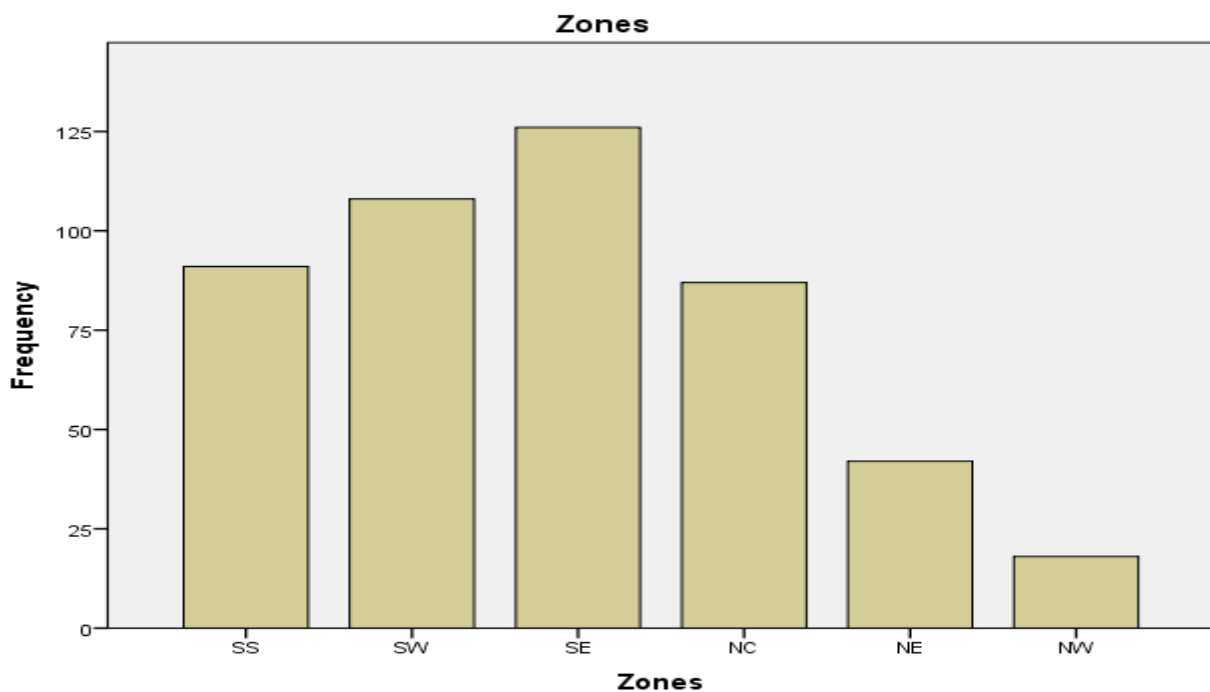


Fig. 4: Bar chart showing distribution of respondents' Geo-political Zones

3.4 Instrument

A structured questionnaire and focus group discussion (FGD) guide were used as instruments for data collection. A structured questionnaire tagged Green Netnographic Marketing Strategy for eliminating Contact Research Practices in Nigerian Universities (GNMSCRP) with 32 items, developed by the researcher was used for data collection. The questionnaire was divided into parts I and II. Part I elicited information on the personal characteristics of the participants. This includes the participant's age, gender and Geo-political Zones. This information is shown in Fig: 2, 3 and 4. Part II, on the other hand, was divided into two sections: A (18 items) and B (14 items). Each of the Sections (A-B) was structured on a four-point scale of Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD) with values of 4, 3, 2, and 1 respectively.

Focus Group Discussion (FGD) guide was also used for data collection. The discussants were Marketing Managers of registered businesses with Marketing Department in Nigeria. This was for the purpose of obtaining required data towards enriching the findings. Five members made up a group, and there were six groups, one for each of the six Geo-political Zones in Nigeria. The FGD, according to Greenbaum (2000) in Abanyam (2019), is an interview conducted by a moderator among a small group of respondents in an informal and natural way, where the respondents are free to express their views on various topics of interest. The researcher connected with the respondents via Whatsapp, Zoom and Skype where applicable.

The research instruments were validated by seven experts. Cronbach Alpha reliability method was used to determine the internal consistency of the instruments. The analysis yielded a reliability coefficient of 0.70 and 0.62, for sections A and B of the questionnaire respectively. The overall reliability index was 0.89 indicating that the instruments were highly reliable.

3.5 Procedure

A descriptive survey design was adopted for this study. Data collection was carried out with the help of five research assistants (one from each Geo-political zone exception of the researchers' zone) while the researchers coordinated the collation and analysis of data. The questionnaire was administered on the respondents through their University online platforms. The data collected for this study were analyzed using mean to answer the research questions and standard deviation to determine the closeness or otherwise of the responses from the mean, while Analysis of Variance (ANOVA) statistic was used to test the null hypotheses of no significant difference at the probability value of 0.05 level of significance at relevant degrees of freedom with the use of Statistical Package for Social Sciences (SPSS) version 20. Findings were drawn from the analysis and based on the findings, conclusion and recommendations were made.

4. Results

Results of the analysis were presented in Tables and Figures in line with the research questions and hypotheses.

4.1 Research Question One: What are the green netnographic ethical marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID 19 era?

Table 3: Mean Ratings of Respondents on green netnographic ethical marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. N = 472

S/No	Items Statement	\bar{X}	SD	Rmk
1	Project marketing communications devoid of any statement or visual treatment likely to mislead consumers about the benefits of green netnographic marketing research.	3.40	.73	A
2	Frame green netnographic marketing research communication to avoid abusing consumers' online sensitivity	3.47	.83	A
3	Provide green netnographic marketing research claims that are devoid of falsehood	3.43	.74	A
4	Distinguish between what is statutory research practice and publicly accessible green netnographic marketing research.	3.39	.77	A
5	Make green netnographic marketing research claim relating to health, safety or any other benefit only where it is supported by reliable scientific evidence.	3.49	.79	A
6	Completely disclose green netnographic marketing research goals to online community members during any research	3.44	.66	A
7	Affiliations to an online community for the purpose of carrying out green netnographic marketing research activities should be fully disclosed	3.11	.88	A
8	Ensure all green netnographic marketing research communications are legal, decent, honest, and truthful	2.86	1.02	A
9	Be sure all green netnographic marketing research communications conform to the principles of fair competition, as generally accepted in business.	3.16	.83	A
10	Ensure green netnographic marketing research communications do not impair public confidence in marketing	2.92	1.04	A
11	Avoid the wrong use of marketing communications research results from scientific publications on green netnographic marketing research.	3.15	.92	A

S/No	Items Statement	\bar{X}	SD	Rmk
12	Present marketing communication statistics in such a way as not to exaggerate the validity of a green polythene claim.	3.16	.89	A
13	Complete disclosure of their intentions to online community members during any research	3.33	.71	A
14	Contact community members and obtain their permission to use any specific postings that are to be directly quoted in the research	3.20	.88	A
15	Ensure confidentiality and anonymity of informants	3.28	.81	A
16	Incorporate feedback from members of the online community being research	3.21	.91	A
17	Present the final research findings to the people who have been studied in order to solicit their comments	3.15	.89	A
18	Ensure Consumer Protection Act is not violated when when conducting green netnographic marketing research	3.28	.89	A
Grand mean		3.25	.32	A

Key X= Mean, SD= Standard Deviation, Rmks = Remarks, A = Agreed

Table 3 presented the mean ratings of respondents on green netnographic ethical marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. Items 1-18 recorded mean scores range from 2.86 to 3.49 indicated agreed. Also, the standard deviations ranged from 0.66-1.04, which were below 1.96, thus indicating that the respondents were neither far from the mean nor from each other in their opinions. The grand mean of 3.25 and standard deviation of 0.32 indicated that all the 18 items in Table 3 are green netnographic ethical marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era.

4.2 Hypothesis One: There is no significant difference in the mean ratings of the responses of marketing managers, lecturers and students on the green netnographic ethical marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era.

Table 4: Analysis of Variance of the Mean Responses of marketing managers, lecturers and students on the netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era

Source of square	Sum of square	Df	Mean-square	F-ratio	Pvalue (sig)	Remk
Between groups	2.155	2	1.078	11.174	.000	
Within groups	45.234	469	.096			S
Total	47.389	471				

Key: S= Significant

Table 4 presents the summary of Analysis of Variance test of the responses of marketing managers, lecturers and students on the netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. Table 7 shows an F-value of 11.17 at 469 degree of freedom, with a P- value of 0.00, which is lower than 0.05 level of significance, indicating that there is a significant difference in the mean responses of marketing managers, lecturers and students on the netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. Thus, the null hypothesis of no significant difference was not upheld. To determine the source of difference, Post-hoc analysis test was carried out using Bonferroni multiple comparisons. The result is presented in Fig 5.

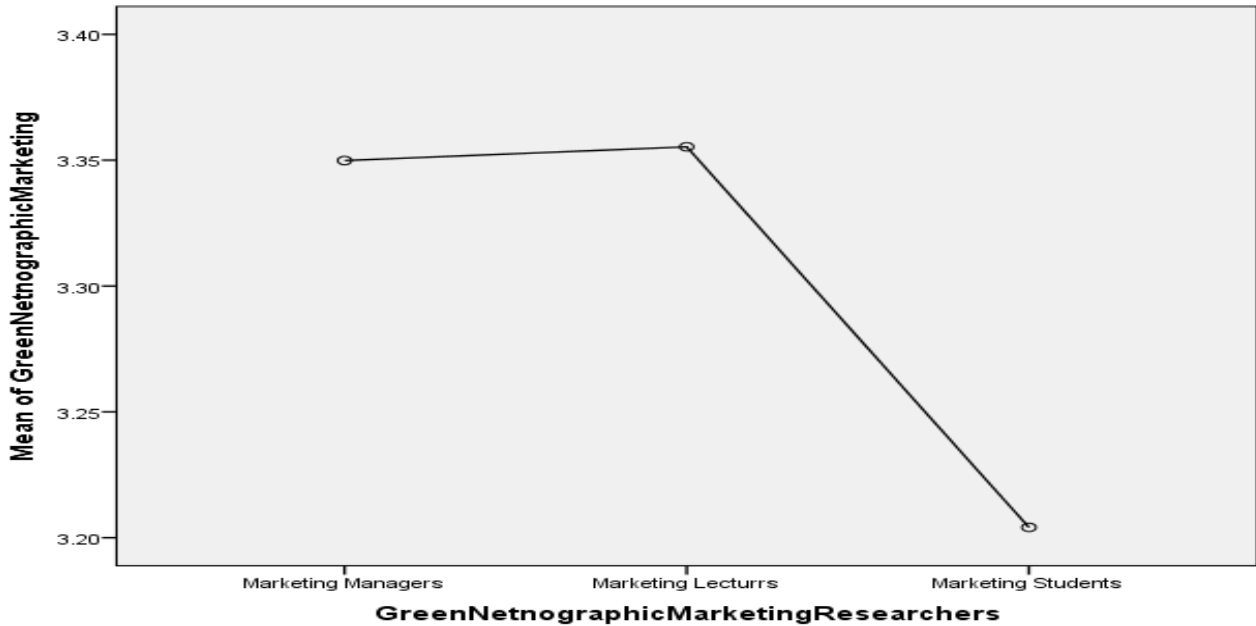


Fig 5: Multiple Comparisons

Fig 5 presents the Post-hoc analysis test using Bonferroni multiple comparisons method. In comparing the mean ratings of marketing managers, lecturers and the students, the post hoc analysis result as shown in Fig 5, reveals that marketing managers and lecturers differ significantly in their opinions from that of the students on marketing managers, lecturers and students on the netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. This implies that the source of difference is from the students. This could be as a result of their experience in marketing research compared to that of the managers and lecturers.

Furthermore, the focus group discussion sessions conducted by the researcher also revealed that ethical regulations are necessary in green netnographic marketing as this will guard against deceits from the marketers and researchers alike. In the course of the discussion, the Managers revealed thus “we can do anything possible to remain in business even if it means lying about our ethical activities...so these ethical items would be of guide to our online research” This qualitative information provided more credibility to the quantitative data.

4.3 Research Question Two: What are the green netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID 19 era?

Table 5: Mean Ratings of Respondents on the green netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. N = 472

S/No	Item Statements	\bar{X}	SD	Rmk
1	Train green netnographic marketing researchers on the use of teamwork as a job design techniques to manage the environmental issues of the company.	3.06	.96	A
2	Include technical requirements of the organizations in job specifications in training of green netnographic marketing researchers,	3.15	.93	A
3	Provide online training to employees and managers to develop their skills and knowledge on green netnographic marketing research.	3.51	.68	A
4	Provide training to staff members on how to utilize online friendly best practices in green netnographic marketing research	3.50	.62	A
5	Provide green marketing training to all members of staff to create green netnographic marketing research awareness among the workforce.	3.57	.61	A
6	Provide green netnographic marketing research training on regular basis to all members of staff to abreast them of the latest developments in green marketing practices	3.54	.61	A
7	Analyse research training needs of green netnographic marketing to achieve environmental concerned.	3.56	.58	A

S/No	Item Statements	\bar{X}	SD	Rmk
8	Conduct regular training need analyses to identify green netnographic marketing research training needs of employees.	3.56	.55	A
9	Provide training program exclusively designed for green netnographic marketing research to impart right knowledge of online research on the staff.	3.47	.63	A
10	Provide green netnographic marketing research training to the staff to produce green analysis of workspace requirements.	3.42	.62	A
11	Provide opportunities to every staff member to be trained on environmental management aspects of green netnographic marketing research.	3.41	.63	A
12	Conduct a systematic training program for the purpose of giving needed feedback to each green netnographic marketing researcher for good research management.	3.40	.60	A
13	Provide training to union representatives on green netnographic marketing research requirements	3.34	.64	A
14	Train staff to acquire skills on joint consultations mechanism in resolving issues resulting from green netnographic marketing research.	3.23	.67	A
Grand mean		3.40	.24	A

Key \bar{X} = Mean, SD= Standard Deviation, Rmks = Remarks, A = Agree

Table 5 presents the mean ratings of respondents on the green netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. Items 1-14 recorded mean scores ranging from 3.06 to 3.57 indicating agreed. In addition, the standard deviations ranged from 0.55-0.96, which were below 1.96, thus indicating that the respondents were not far from the mean or from each other in their opinions. The grand mean of 3.40 and standard deviation of 0.24 in Table 4, indicated that all the 14 items are the green netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era.

The focus group discussion sessions on the green netnographic staff training strategies for eliminating contact research practices also revealed that due to the technical nature of green netnographic marketing, it would be necessary for every staff to have adequate training on conceptualizing, producing, promoting, distributing, and reporting of green research findings, which is the hallmark of green marketing. This view, as discussed by the participants, provided more credibility to the quantitative data. This therefore, helps to increase the validity of the data collected to provide answer to research question two, that all the 14 items listed in Table 4 are the green netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era.

4.4 Hypothesis Two: There is no significant difference in the mean ratings of the responses of marketing lecturers, managers and students on the green netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID 19 era.

Table 6: Analysis of Variance of the Mean Responses of marketing lecturers, managers and consumers on the netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era

Source of square	Sum of square	Df	Mean-square	F-ratio	Pvalue (sig)	Remk
Between groups	.362	2	.181	3.094	.046	
Within groups	27.430	469	.058			NS
Total	27.792	471				

Key: NS= Not Significant

Table 6 presents the summary of Analysis of Variance test of the responses of marketing lecturers, managers and consumers on the netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. Table 12 shows an F-value of 3.06 with a P- value of 0.46, at 471 degree of freedom which is higher than 0.05 level of significance, indicating that there is no significant difference among the mean responses of marketing lecturers, managers and consumers on the netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. Hence, the null hypothesis of no significant difference was upheld. This was represented in Fig 5.

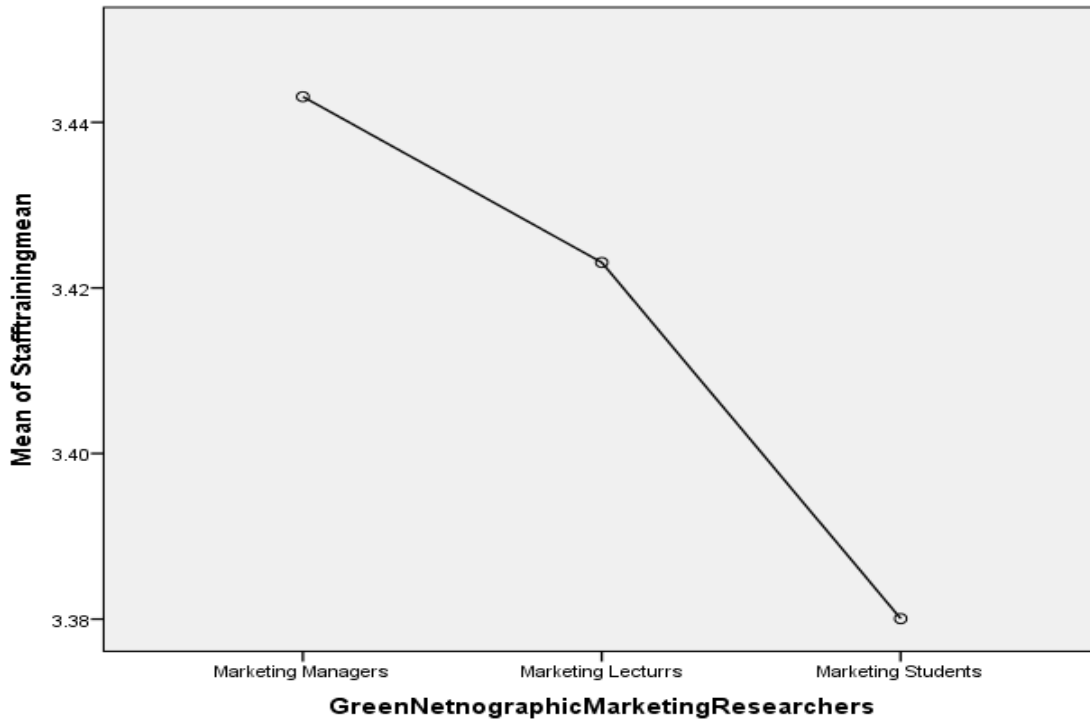


Fig 6: Mean plot showing the responses of marketing lecturers, managers and consumers on the green netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era

Fig 6 shows the mean plot comparing the responses of marketing lecturers, managers and students on the netnographic ethical and staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. Fig 6 revealed that the mean scores of marketing lecturers are relatively close to each other than that of the students. However, the responses of the different categories as revealed in Fig. 6 were above the cut off mark of 2.5 indicating agreement.

5. Discussion of Findings

The discussion of findings was presented under subheadings as follows:

5.1 Green Netnographic Ethical Strategies

The study found that ensuring all green netnographic marketing research communications are legal, decent, honest, and truthful; ensuring green netnographic marketing research communications do not impair public confidence in marketing; voiding the wrong use of marketing communications research results from scientific publications on green netnographic marketing research; and contacting and obtaining the permission of community members to use any specific postings that are to be directly quoted in the research are some of the green netnographic ethical marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. These findings are in line with Abanyam, Ibelagbu and Garba (2020), Chen (2010), and Meffert et al., (2010) who posited that firms must comply with ethical standard in projecting marketing communications devoid of any statement or visual treatment likely to mislead consumers about the benefits of green marketing, also that companies should frame green marketing research communication to avoid abusing consumers' online sensitivity. The implication is that green netnographic marketing research ethics should be conducted in such a way as not to manipulate users' concern for green netnographic marketing, or exploit their possible lack of research knowledge.

Similarly, the study found that providing green netnographic marketing research claims devoid of falsehood; making green netnographic marketing research claim relating to health, safety or any other benefit only where it is supported by reliable scientific evidence; completely disclosing green netnographic marketing research goals to online community members during any research; and disclosing full affiliations to an online community for the purpose of carrying out green netnographic marketing research activities are green netnographic ethical marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. These findings support the

assertion by Abanyam (2019) who enumerated some of the ethical practices to be followed in netnographic marketing. Furthermore, the findings revealed that ensuring confidentiality and anonymity of informants, Incorporate feedback from members of the online community being research; presenting the final research findings to the people who have been studied in order to solicit their comments; and ensuring Consumer Protection Act is not violated when conducting green netnographic marketing research are some of the green netnographic ethical marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. These findings lay credence to the ethical guidelines by Liu et al., (2012); and the International Chamber of Commerce (2011), who stipulated that green firms should not impair public confidence in marketing. Therefore, avoiding the wrong use of marketing communications research results from scientific publications on green as well as presenting marketing communication statistics in such a way as not to inflate the rationality of a green netnographic claims are green ethical practices which are highly required by green Institutions and marketing firms for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era.

5.2 Green Netnographic Staff Training Strategies

The findings on green staff training practices revealed that training green netnographic marketing researchers on the use of teamwork as a job design techniques to manage the environmental issues of the company; including technical requirements of the organizations in job specifications in training of green netnographic marketing researchers; providing online training to employees and managers to develop their skills and knowledge on green netnographic marketing research; providing training to staff members on how to utilize online friendly best practices in green netnographic marketing research; providing green marketing training to all members of staff to create green netnographic marketing research awareness among the workforce; providing green netnographic marketing research training on regular basis to all members of staff to abreast them of the latest developments in green marketing practices; and analysing research training needs of green netnographic marketing to achieve both social and environmental concerned.

The study further revealed that conducting regular training need analyses to identify green netnographic marketing research training needs of employees; providing training program exclusively designed for green netnographic marketing research to impart right knowledge of online research on the staff; providing green netnographic marketing research training to the staff to produce green analysis of workspace requirements; providing opportunities to every staff member to be trained on environmental management aspects of green netnographic marketing research; conducting a systematic training program to give feedback to each green netnographic marketing researcher for good research management; providing training to union representatives on green netnographic marketing research requirements; and training staff to acquire skills on joint consultations mechanism in resolving issues resulting from green netnographic marketing research re the green netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era . The findings of this study are line with Abanyam (2019) and Jackson et al (2011), who posited that providing training to encourage recycling and waste management, creating green marketing awareness among the workforce by conducting seminars and workshops at organizational level is also important to achieve good green netnographic ethical marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era.

6. Conclusion

It was concluded that green netnographic ethical marketing practices for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era are highly needed by research institute as well as marketing firms. In order to effectively carry out these practices, the interested parties must dher strictly to green netnographic ethics and follow the green staff training practices identified in this study the findings would help in eliminating contact research practices in Nigerian Universities in a Post-COVID-19.

7. Policy Recommendations

Based on the findings of this study, the following recommendations were made:

- Marketing researchers should strictly adhere to green netnographic ethical considerations when conducting online research.
- In order to maintain confidentiality, green netnographic researcher should respect the ethical issues regarding participant's private details when reporting research findings.
- Organisations interested in green marketing research should ensure regular staff training of workers on green netnographic marketing so as to eliminate contact research practices.

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