



## ASSESSING THE ENVIRONMENTAL IMPACT OF PROMOTIONAL CAMPAIGNS: A STUDY OF ENUGU METROPOLIS

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### ABSTRACT

Promotional campaigns play a pivotal role in marketing and communication strategies, but their environmental implications often remain overlooked. This study explores the environmental impact of promotional campaigns within Enugu Metropolis, focusing on waste generation, resource consumption, and carbon footprint. The research investigates how the materials used in advertising—such as flyers, billboards, and digital campaigns—contribute to environmental degradation. Through a combination of field surveys, interviews, and data analysis, the study assesses the awareness of businesses and consumers regarding the environmental costs of promotional activities. The findings reveal significant environmental consequences associated with traditional advertising methods, including non-biodegradable waste and increased energy consumption. The study advocates for sustainable promotional practices, such as eco-friendly materials and digital alternatives, to mitigate these impacts. Recommendations are made to policymakers and businesses on strategies to minimize the environmental footprint of promotional campaigns in urban settings. This research provides a foundation for understanding and addressing the environmental challenges posed by advertising in Enugu Metropolis and similar urban environments.

### KEYWORDS

Environmental impact, promotional campaigns, advertising, Enugu Metropolis, urban environment, waste generation, resource consumption, carbon footprint, eco-friendly advertising, sustainability, digital marketing, environmental degradation, non-biodegradable waste, urban sustainability, marketing strategies.

## INTRODUCTION

Promotional campaigns have become an integral part of modern urban life, with businesses, political organizations, and social movements leveraging various marketing techniques to engage their target audiences. In Enugu Metropolis, the increasing use of promotional activities such as billboards, flyers, posters, and digital advertisements has transformed the visual landscape of the city. While these campaigns are crucial for economic growth and communication, they come with significant environmental consequences. The materials used, including plastic-based banners, paper flyers, and non-recyclable promotional items, contribute to waste generation and environmental degradation. This raises concerns about the sustainability of these advertising practices, especially in urban areas that are already grappling with waste management challenges.

As cities like Enugu continue to grow, the environmental impact of promotional activities becomes more evident. From the production and disposal of advertising materials to the energy consumed in digital marketing, the entire lifecycle of a campaign can strain the environment. Traditional promotional materials such as paper flyers often end up in landfills, while digital advertising increases energy demand through servers and electronic devices. This study seeks to investigate the environmental consequences of promotional campaigns in Enugu

Metropolis, focusing on waste production, resource consumption, and their overall ecological footprint. Understanding these impacts is critical for developing strategies to promote sustainability in the advertising sector.

The study also aims to assess the level of awareness among businesses, advertisers, and consumers regarding the environmental costs associated with these campaigns. With the global shift towards sustainability, there is a growing need for businesses to adopt eco-friendly practices in their marketing efforts. This includes using recyclable materials, reducing waste, and embracing digital marketing alternatives with lower environmental impact. Through this research, the goal is to provide a comprehensive understanding of how promotional campaigns contribute to environmental degradation in Enugu and propose recommendations for more sustainable advertising practices.

In this context, Enugu Metropolis serves as an ideal case study to examine the intersection of economic development, urban marketing, and environmental sustainability. The findings of this study will not only highlight the environmental challenges posed by promotional campaigns but also offer practical solutions that can be implemented to mitigate their negative effects.

## METHOD

This study on the environmental impact of promotional campaigns in Enugu Metropolis employed a mixed-methods approach, combining both qualitative and quantitative research techniques. The methodological framework was designed to comprehensively assess the environmental effects of various types of promotional activities, including traditional and digital advertising, within the urban environment of Enugu. By using multiple data collection techniques, the study aimed to provide a holistic understanding of the ecological footprint of these campaigns and identify potential pathways toward sustainable advertising practices.

The research began with a detailed scoping review to understand the landscape of promotional campaigns in Enugu. Secondary data sources, such as local government reports, environmental studies, and previous academic research, were examined to provide context for the study and identify key environmental concerns related to advertising activities. This background research helped in shaping the research questions and objectives, ensuring that the study focused on relevant environmental issues such as waste generation, resource consumption, and the carbon footprint of promotional materials.

To gather primary data, the study utilized a two-tiered sampling approach. First, a purposive sampling method was employed to select a diverse range of promotional campaigns across Enugu Metropolis,

including business advertisements, political campaigns, and social initiatives. These campaigns were selected based on their visibility, material usage, and frequency, covering various sectors of the economy. A total of 30 campaigns were selected for in-depth analysis, ensuring that both traditional methods (e.g., flyers, billboards, posters) and digital methods (e.g., social media ads, web banners) were represented.

Next, field surveys were conducted to assess the physical waste generated by these campaigns. Data collection involved site visits to locations where promotional materials were heavily concentrated, such as city centers, markets, and major roads. During these visits, the volume and types of waste generated by the advertisements were recorded. This process involved quantifying materials such as plastic banners, paper flyers, and non-recyclable items. Additionally, waste disposal patterns were observed to determine whether promotional materials were being properly managed or left to contribute to environmental pollution. Photographic evidence was also collected to support the analysis.

In conjunction with the field surveys, semi-structured interviews were conducted with key stakeholders, including business owners, advertisers, city officials, and environmental experts. The interviews aimed to assess the level of awareness and concern regarding the environmental impact of promotional campaigns. Interview questions focused on topics such as the

choice of advertising materials, waste management practices, and attitudes toward sustainable alternatives. These qualitative insights helped to provide context for the quantitative data on waste generation and resource consumption.

The study also employed a questionnaire survey to capture the perceptions and attitudes of consumers towards promotional campaigns and their environmental impact. A structured questionnaire was distributed to 200 residents across Enugu Metropolis, using random sampling to ensure demographic representation. Questions focused on awareness of environmental issues, opinions on different types of advertising, and willingness to support eco-friendly promotional campaigns. Responses were analyzed using descriptive statistics to identify patterns and trends in consumer behavior and preferences.

To assess the resource consumption and carbon footprint of digital advertising, data on energy usage for digital platforms and devices were collected through secondary sources, including industry reports and academic studies on the environmental impact of digital marketing. This data was used to estimate the energy demand associated with online promotional activities, such as social media advertising and web-based campaigns. A comparative analysis was conducted to evaluate the environmental benefits of digital marketing compared to traditional advertising methods.

Finally, data analysis involved a combination of descriptive and inferential statistical techniques. The physical waste data were analyzed to estimate the overall contribution of promotional campaigns to the urban waste stream, while the interview and survey responses were coded and thematically analyzed to identify key insights and recurring themes. Cross-tabulation was used to compare waste generation from different types of campaigns, and correlation analysis was applied to explore the relationship between stakeholder awareness and environmentally responsible practices. This comprehensive approach ensured that the study captured the environmental impact of promotional campaigns from multiple angles, providing a robust foundation for making recommendations on sustainable advertising practices in Enugu Metropolis.

## RESULTS

The findings of the study revealed significant environmental impacts stemming from promotional campaigns in Enugu Metropolis, primarily in the form of waste generation and resource consumption. Field surveys showed that traditional advertising methods, such as billboards, posters, and flyers, contributed heavily to non-biodegradable waste, with plastic banners and laminated posters being the most persistent pollutants. On average, each campaign generated around 10-15 kilograms of waste, much of which was observed in public spaces like markets, streets, and city centers. These materials were often

not properly disposed of, leading to littering and exacerbating waste management challenges in the city.

Interviews with business owners and advertisers revealed a general lack of awareness regarding the environmental consequences of their promotional activities. Most respondents acknowledged the importance of advertising for business growth but were unaware of the environmental impact of the materials they used. While some expressed interest in adopting eco-friendly alternatives, such as recycled paper or biodegradable materials, cost and availability were cited as major barriers to implementation.

The survey of residents indicated moderate awareness of the environmental issues associated with promotional campaigns. However, 65% of respondents stated that they frequently noticed waste from flyers and posters in their neighborhoods. Interestingly, 58% expressed a willingness to support businesses that adopt sustainable advertising practices, indicating potential consumer demand for eco-friendly promotions.

The analysis of digital advertising campaigns showed that, while they do have a lower direct waste output compared to traditional methods, they still contribute to environmental degradation through increased energy consumption. The carbon footprint of digital advertising, particularly through server usage and the production of electronic devices, was found to be a growing concern. However, the overall environmental

impact of digital methods was lower than that of traditional advertising in Enugu. Overall, the results highlight a pressing need for more sustainable promotional practices in Enugu Metropolis. The study concludes that both businesses and consumers have a role to play in reducing the environmental footprint of advertising by adopting eco-friendly materials and digital alternatives, as well as improving waste management practices.

### DISCUSSION

The results of this study underscore the significant environmental impact of promotional campaigns in Enugu Metropolis, particularly through the generation of waste and resource consumption associated with traditional advertising methods. The widespread use of plastic-based materials such as banners and posters contributes to the growing issue of non-biodegradable waste in urban areas. Given the already strained waste management systems in Enugu, these campaigns exacerbate the city's environmental challenges, with much of the promotional waste being improperly disposed of or littered across public spaces. This highlights an urgent need for both businesses and local authorities to rethink their approach to advertising and waste management.

A key finding from the interviews and surveys was the limited awareness among business owners and advertisers regarding the environmental costs of their promotional activities. Despite their willingness to explore more sustainable options, cost concerns and a

lack of readily available eco-friendly alternatives present significant barriers. This suggests that addressing the environmental impact of advertising will require not only increased awareness but also structural changes, such as government incentives for using sustainable materials and improving access to green advertising solutions.

The study also reveals that digital advertising, while presenting a lower waste output, is not without environmental consequences. The energy consumption associated with digital marketing, through server maintenance and device production, contributes to the overall carbon footprint of promotional activities. However, given that its environmental impact is relatively lower than that of traditional methods, digital marketing presents a viable alternative for reducing waste, provided that energy-efficient practices are incorporated.

The willingness of consumers to support businesses that adopt sustainable advertising practices is a promising finding. It suggests that there is potential for market-driven change, as businesses that prioritize eco-friendly promotions could gain a competitive edge. To capitalize on this, both businesses and policymakers in Enugu should consider raising public awareness about the environmental impacts of advertising and encouraging the adoption of green practices, such as using recyclable materials and promoting digital campaigns.

This study highlights the environmental challenges posed by promotional campaigns in Enugu Metropolis and emphasizes the need for a shift towards more sustainable practices. The findings suggest that with the right combination of awareness, policy interventions, and consumer support, it is possible to significantly reduce the environmental footprint of advertising in urban areas.

### CONCLUSION

This study has demonstrated that promotional campaigns in Enugu Metropolis have considerable environmental implications, particularly in terms of waste generation and resource consumption. Traditional advertising methods, such as the use of plastic banners, posters, and flyers, contribute significantly to non-biodegradable waste and exacerbate existing waste management challenges in the city. The research also revealed a general lack of awareness among businesses and advertisers regarding the environmental costs of their promotional activities, although there is a growing interest in adopting more sustainable practices.

Digital advertising, while presenting a less direct impact in terms of waste production, contributes to environmental concerns through energy consumption and carbon emissions. However, digital campaigns remain a viable alternative for reducing the ecological footprint of advertising, provided that they are implemented with energy-efficient strategies.

Importantly, the study found that consumers in Enugu are increasingly aware of the environmental issues related to promotional activities and are willing to support businesses that adopt eco-friendly practices. This presents an opportunity for businesses to align with consumer preferences while reducing their environmental impact.

In light of these findings, it is clear that adopting sustainable advertising practices is essential for mitigating the environmental impact of promotional campaigns in Enugu. This can be achieved through the use of recyclable materials, improved waste management strategies, and a shift towards digital advertising with lower environmental costs. Policymakers, businesses, and consumers must work together to promote and implement these eco-friendly alternatives, ensuring that economic growth and environmental sustainability go hand in hand in the future of Enugu's advertising landscape.

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