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

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Abstract: Coronavirus 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 policymakers in education, marketing and the general society on how academic and marketing activities such as conferences, seminars, information and research can be done without endangering the lives of participants by gathering them in a place amidst the COVID-19 pandemic. Hence, a friendly way of conducting research without physical contact with participants has a suffix in virtual reality known as green ethnographic marketing. Therefore, the main purpose of this study was to determine the green ethnographic marketing strategies for eliminating contact research practices in Nigerian Universities in the post-COVID-19 era. Two research questions and hypotheses guided the study. The study adopted a survey research design. 472 comprises 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 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. Seven experts validated the instruments. 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 ethnographic marketing for eliminating contact research practices in Nigerian Universities in a post-COVID-19 era. Based on the findings, recommendations were made, which include, amongst others, that marketing researchers should strictly adhere to green ethnographic 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 known to cause illnesses 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 Organization, 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 (Mitchell et al., 2015). However, a new philosophy known as green netnographic marketing has suffixed to overcome the challenge of contact marketing.

According to Abanyam and Uwameiye (2019), green marketing is a holistic concept that refers to all activities

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involving the idea conception, production, and consumption of products that are less detrimental to the environment. On the other hand, according to Kozinets (2015) netnography is a strategic online fieldwork procedure 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 (Sharma et al., 2018).

Coronavirus, otherwise known as COVID-19, has recently modified how things are done. This virus has halted activities in several countries. As of 25 August 2020, the World Health Organization (2020) stated that more than 23.67 million people have tested positive for 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, and 1004 people have died during the 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 policymakers in education, marketing and the general society on how academic and marketing activities such as conferences, seminars, information and research can be done without endangering the lives of participants by gathering them in a place amidst the COVID-19 pandemic. Physical distancing, contact avoidance or mass gatherings of any kind have been advocated to prevent the further spread of this virus. Hence, a friendly way of conducting research without physical contact with participants has a suffix in virtual reality known as green ethnographic 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.

To achieve this purpose, the following research questions guided the study: 1) what are the green netnographic ethical marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era? 2) what are the green netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era?

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

1) 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

2) 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

2. Literature Review

In recent times, Netnography has taken a central stage in the social sciences and education. Kozinets (2006) argued that many social researchers must incorporate online-mediated communications into their research to understand many of the important facets of contemporary social and cultural life (Kozinets, 2012). In Nigeria, for instance, many consumers patronise various online platforms that interest them. On these social networking platforms, several marketing behaviours are exhibited to the amazement of others. Using netnography as a green marketing strategy for achieving social distancing becomes inevitable. Netnography addresses many of the procedural, ethical and methodological issues specific to online research, and incorporates a step-by-step approach, clearly defined than other forms of online ethnographic research (Costello et al., 2017). Netnography embraces a more pragmatic and applied approach that stands out from other ethnographic communities.

Green netnographic marketing has a lot of important benefits for companies to leverage. It reduces cost, builds brand value, protects the health of the citizens as well as prevents the spread of not just COVID-19 but other viral diseases. As observed by Kozinets (2012), 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, provide an 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 (Caliandro, 2016).

According to Siham (2013), green ethics are a collection of principles of right conduct that shape the decisions people or organizations make concerning their environment. Green netnographic ethical strategies in marketing research refer to the principles, rules and regulations guiding online marketing research relating to data gathering, analysis and reporting marketing research outcomes amidst the COVID-19 pandemic. Garg (2015) opined that as standards become more well-defined and consumers demand more transparency, companies increasingly need 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 a product or service's environmental

benefits or attributes or the impact of a company's practices on the environment (Groening et al., 2018). This, according to Seele and Gatti (2017), 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 daily. Thus, marketing researchers need to understand good ethics and how to incorporate good ethical practices into their green netnographic marketing programs. Therefore, marketing researchers and other staff members must be adequately trained on green netnographic practices to achieve these goals.

According to Pinzone et al. (2019) and Zoogah (2011), green training focuses on developing workers' skills, knowledge, and attitudes to prevent the deterioration of environmental resources. In this study, green netnographic staff training refers to imparting green netnographic marketing knowledge, skills and positive attitudes to the workers for successful marketing outcomes. Fuentes (2015) 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 emotional involvement in green ethnographic research concerns. Also, providing green netnographic marketing training to staff on data gathering, analysis, and reporting is a useful strategy for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era.

3. Methodology

The approval for this study was granted by the departments with whom the authors have affiliations. Participants completed a written informed consent form. The participants for the study were 472 made up of 118 Marketing Managers of registered businesses with Marketing Departments in Nigeria, 26 Marketing Education Lecturers in Nigerian Universities and 328 marketing education students from 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 – Entrepreneur Arial Development, University of Jos E-Learning, University of Lagos Distance Learning Institute, Ritman College E-Learning Platform, Sam Olutuase'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 include Covenant University e-Learning, Ahmadu Bello University Zaria e-portal, and Bridgelink Institute's Course Management System Portal.

The entire population was studied due to its manageable size. However, the researchers could not retrieve responses from 31 students, resulting in a 93% return rate on the 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. The Heads of Department granted written permission, and informed consent was obtained from the participants in writing. This is in line with the assertion of Hine (2017), who stated that ethnography might involve data collection offline and online. Table 1 and Table 2 show the frequency distribution and personal characteristics of participants.

Table 1: Frequency distribution of participant's status

No	Status	Frequency	Percent	Cumulative percent
1	Marketing managers	118	25.0	25.0
2	Marketing lecturers	26	5.50	30.5
3	Marketing students	328	69.5	100.0
	Total	472	100.0	

Table 2: Frequency distribution table of participant's characteristics

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

Fig. 1 shows that students had the highest number of participants, followed by the managers and, lastly, the lecturers.
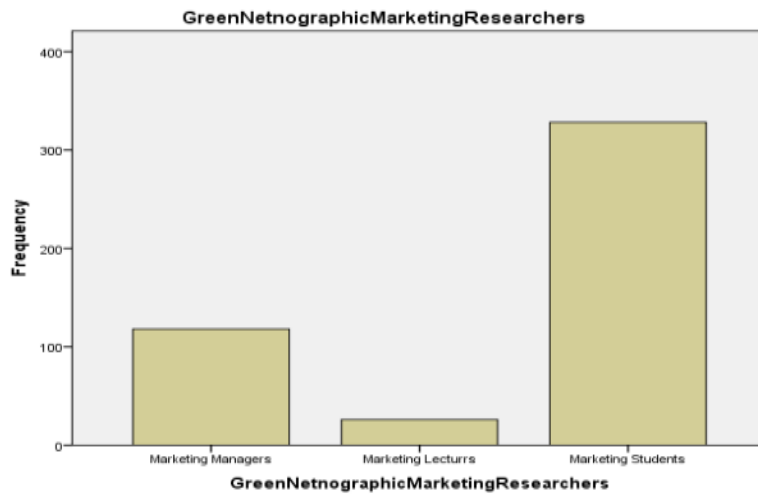

Fig 1: Bar chart showing the frequencies of participants

The respondent's personal characteristics information was further represented graphically in Fig. 2, Fig. 3, and Fig. 4.
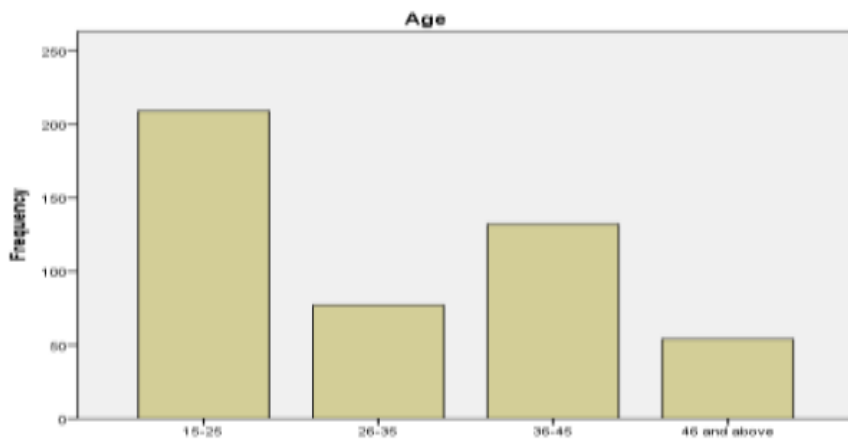

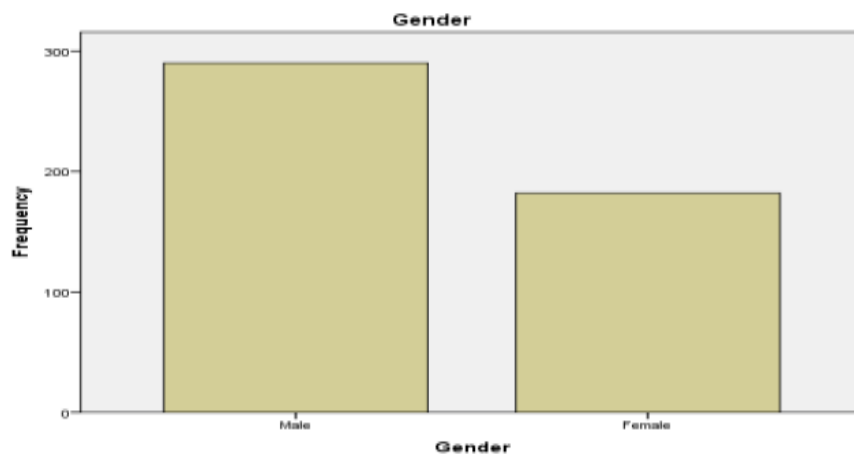**Fig. 2: Bar chart showing the distribution of the respondents' age**

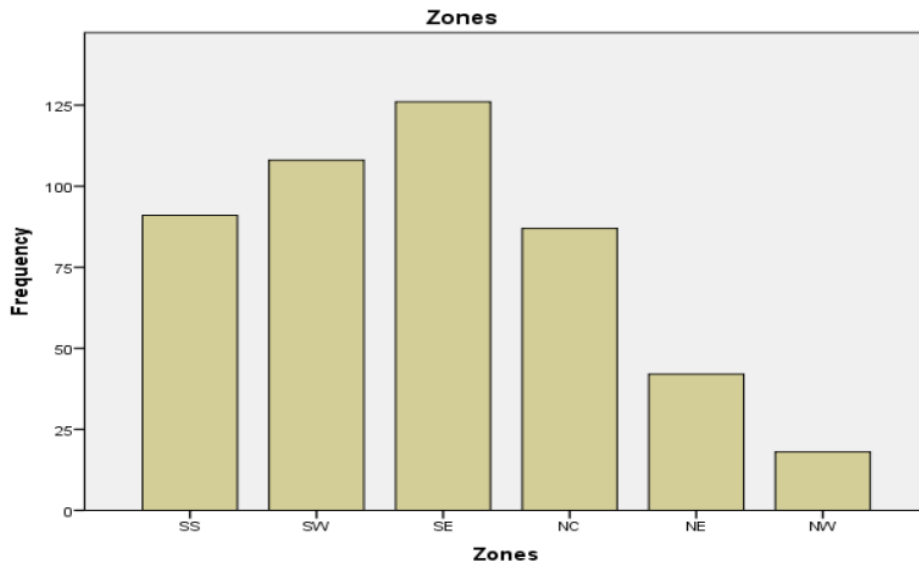**Fig. 3: Bar chart showing the gender distribution of respondents**

Fig. 4: Bar chart showing the distribution of respondents' geo-political zones

A structured questionnaire and focus group discussion (FGD) guide were used 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) 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 in Nigeria's Marketing Department. This was to obtain the required data to enrich the findings. Five members comprised a group, and there were six groups, one for each of the six Geo-political zones in Nigeria. The FGD, according to Abanyam (2019), is an interview conducted by a moderator among a small group of respondents informally and naturally, 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.

Seven experts validated the research instruments. The 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.

A descriptive survey design was adopted for this study. Data was collected with the help of five research assistants (one from each Geo-political zone excerption of the researchers' zone). In contrast, the researchers coordinated the collation and analysis of data. The questionnaire was administered to 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. In contrast, the 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 using the Statistical Package for Social Sciences (SPSS) version 20. Findings were drawn from the analysis, and conclusions and recommendations were made based on the findings.

4.   Results

Research Question 1: What are the green netnographic ethical marketing strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era?

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 ranging from 2.86 to 3.49, indicating agreement. Also, the standard deviations ranged from 0.66-1.04, which was below 1.96, thus indicating that the respondents were close to the mean and 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.

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

No	Items statement	$\overline{X}$	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 to carry 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
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 to solicit their comment	3.15	.89	A
18	Ensure Consumer Protection Act is not violated 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

Hypothesis 1: 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 presents the summary of the Analysis of the Variance test of the responses of marketing managers, lecturers and students on the ethnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era. Table 4 shows an F-value of 11.17 at 469 degrees of freedom, with a P-value of 0.00, which is lower than the 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.

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	P-value (sig.)	Rmk
Key: S= Significant	2.155	2	1.078	11.174	.000	S
Key: S= Significant	45.234	469	.096			
Key: S= Significant	47.389	471				

Key: S= Significant

Fig. 5 presents the post-hoc analysis test using the Bonferroni multiple comparisons method. In comparing the mean ratings of marketing managers, lecturers and the students, the post hoc analysis result 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 due to their experience in marketing research compared to the managers and lecturers.

Furthermore, the focus group discussion sessions conducted by the researcher also revealed that ethical regulations are necessary for green ethnographic marketing as this will guard against deceits from marketers and researchers alike. During the discussion, the Managers revealed that "we can do anything possible to remain in business even if it means lying about our ethical activities so that these items would guide our online research." This qualitative information provided more credibility to the quantitative data. Thus, the null hypothesis of no significant difference was not upheld. A post-hoc analysis test was carried out to determine the source of difference using Bonferroni multiple comparisons.
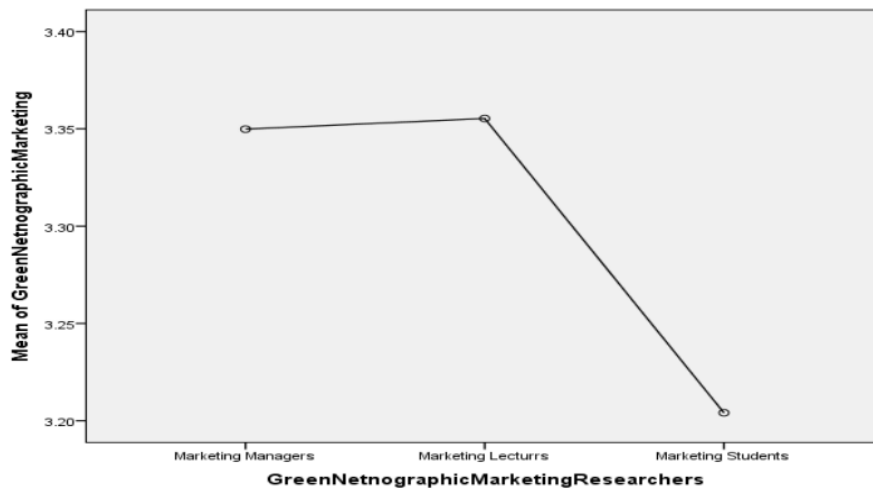

Fig 5: Multiple comparisons

Research Question 2: What are the green netnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a Post-COVID-19 era?

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 agreement. 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 each other in their opinions. The grand mean of 3.40 and standard deviation of 0.24 in Table 5 indicated that all 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 green research findings, which is the hallmark of green marketing. As discussed by the participants, this view provided more credibility to the quantitative data. This, therefore, helps to increase the validity of the data collected to provide an 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.

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

No	Items statement	$\bar{X}$	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
8	Conduct regular training needs 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 the right knowledge of online research to 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 to give 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 X= Mean, SD= Standard Deviation, Rmks = Remarks, A = Agree

Hypothesis 2: 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 summarises the Analysis of the Variance test of the responses of marketing lecturers, managers and consumers on the ethnographic staff training strategies for eliminating contact research practices in Nigerian Universities in a post-COVID-19 era. Table 6 shows an F-value of 3.06 with a P-value of 0.46, at 471 degrees of freedom, which is higher than the 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.

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	P-value (sig.)	Rmk
Key: S= Significant	.362	2	.181	3.094	.046	NS
Key: S= Significant	27.430	469	.058			
Key: S= Significant	27.792	471				

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 revealed a cut-off mark of 2.5, indicating agreement.
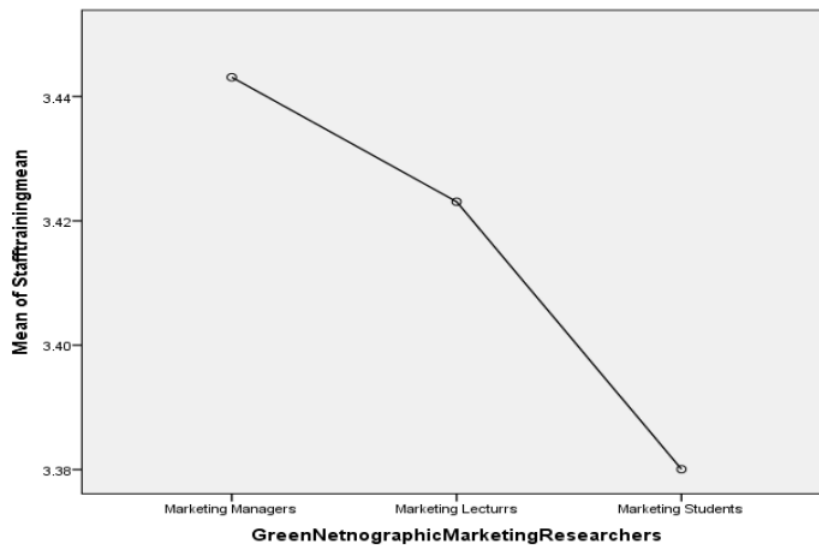

Fig. 6: Mean plot showing the responses of marketing lecturers, managers and consumers on the green netnographic staff training strategies for eliminating contact research practices in Nigerian universities in a post-COVID-19 era

5.   Discussion

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 et al. (2020); Reid and Duffy (2018); Chen (2010); and Meffert et al. (2010), who posited that firms must comply with ethical standards in projecting marketing communications devoid of any statement or visual treatment likely to mislead consumers about the benefits of green marketing, all 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 to not 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 claims 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 to carry 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 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 researched, presenting the final research findings to the people who have been studied to solicit their comments, and ensuring the 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 support 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 the green as well as presenting marketing communication statistics in such a way as not to inflate the rationality of green netnographic claims are green, ethical practices which green Institutions and marketing firms highly require 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 analyzing research training needs of green netnographic marketing to achieve both social and environmental concerned (Kozinets et al., 2018).

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 in 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 the 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 ethnographic ethical marketing practices for eliminating contact research practices in Nigerian Universities in a post-COVID-19 era are highly needed by research institutes as well as marketing firms. To effectively carry out these practices, the interested parties must strictly adhere to green netnographic ethics and follow the green staff training practices identified in this study. The findings would help eliminate contact research practices in Nigerian Universities post-COVID-19.

Based on the findings of this study, the following recommendations were made: 1) marketing researchers should strictly adhere to green netnographic ethical considerations when conducting online research; 2) to maintain confidentiality, green netnographic researchers should respect the ethical issues regarding participant's private details when reporting research findings; 3) organizations interested in green marketing research should ensure regular staff training of workers on green netnographic marketing to eliminate contact research practices.

Acknowledgements

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