

The Use of Carbon-Neutral Branding and Customer Loyalty in Nigeria: A Study of Green-Watt Technology

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Abstract

This study investigates the relationship between carbon-neutral branding and customer loyalty in Nigeria, using Green-Watt Technology as a case study. The study examines how the perception of carbon-neutral branding influences customer trust and loyalty, and whether trust mediates this relationship. Guided by signaling and relationship marketing theories, a simulated survey dataset ($N = 300$) was analyzed using regression and mediation analysis to illustrate expected empirical patterns. The results revealed that perceived carbon-neutral branding significantly predicts brand trust ($\beta = 0.621, p < 0.001$) and customer loyalty ($\beta = 0.212, p = 0.001$), while trust partially mediates the relationship (Sobel $z = 6.426, p < 0.001$).

The findings underscore that trust serves as a crucial mechanism through which carbon-neutral branding enhances loyalty. The study recommends increased transparency, third-party certification, and credible communication strategies to strengthen customer trust in sustainability claims within Nigeria's renewable energy sector.

Keywords: Carbon-neutral, Branding, Customer, Loyalty, Technology

Introduction

The transition to renewable and low-carbon energy systems has become an essential component of national development strategies across the globe. Nigeria's commitment to reducing greenhouse gas emissions and diversifying its energy mix has encouraged the rise of firms such as Green-Watt Technology, which specialize in energy-efficient and carbon-neutral solutions. In a global context where green consumerism and environmental awareness shape buying decisions, companies employ carbon-neutral branding to signal environmental responsibility and sustainability orientation (Uludag, Andrić, & Omoruyi, 2024). Carbon-neutral branding communicates to consumers that the firm

measures, reduces, and offsets its carbon emissions through verified schemes.

However, the authenticity of such claims is critical. With increasing regulatory actions against greenwashing, particularly in Europe and Africa (The Guardian, 2024), firms must ensure transparency and measurable impact. Customer trust thus emerges as the bridge between carbon-neutral messaging and long-term loyalty. This study explores this mechanism in the Nigerian context, focusing on Green-Watt Technology.

Objectives of the Study

The main objective of the study is to determine the relationship between perceived carbon-neutral branding and customer loyalty among Green-Watt Technology customers in Nigeria. The specific objectives are:

1. To assess the influence of carbon-neutral branding on customer trust.
2. To evaluate whether brand trust mediates the relationship between carbon-neutral branding and customer loyalty.
3. To provide actionable recommendations for strengthening carbon-neutral brand strategies.

Research Questions

1. Does carbon-neutral branding influence customer loyalty in Green-Watt Technology?
2. What is the relationship between carbon-neutral branding and brand trust?
3. Does trust mediate the relationship between carbon-neutral branding and customer loyalty?

Hypotheses of the Study

H1: Carbon-neutral branding has a positive and significant effect on customer loyalty.

H2: Carbon-neutral branding has a positive and significant effect on brand trust.

H3: Brand trust mediates the relationship between carbon-neutral branding and customer loyalty.

Conceptual Review

Concept of Carbon-Neutral Branding

Carbon-neutral branding refers to a firm's strategic commitment to offsetting or eliminating its carbon footprint in the production, distribution, and marketing of its goods and services, thereby positioning itself as environmentally responsible (Nguyen & Slater, 2022). It involves not only reducing emissions but also investing in renewable energy, carbon capture, and reforestation projects to achieve a net-zero

emission status (Adebayo & Musa, 2023). The core idea behind carbon-neutral branding is to influence consumer perception by communicating environmental consciousness and sustainability as part of the brand identity (Chen, 2020). Carbon-neutral branding has become a central pillar of green marketing and sustainable brand management, especially in emerging economies where consumers are becoming more environmentally aware (Olawale & Ibekwe, 2024). Companies like Green-Watt Technology adopt this approach to communicate authenticity, integrity and corporate social responsibility (CSR) by quantifiable environmental actions.

Dimensions of Carbon-Neutral Branding

The concept can be divided into three interrelated dimensions:

1. **Environmental Communication:** Transparency in disclosing carbon reduction strategies and sustainability achievements (Okoro & Ezenwa, 2023).
2. **Operational Sustainability:** Actual implementation of eco-efficient processes, including renewable energy adoption and waste

minimization (Aliyu & Zhang, 2022).

3. **Brand Identity and Perception:** The extent to which consumers associate a brand with environmental friendliness and ethical production (Kumar & Agyeman, 2020).

Together, these elements influence how consumers perceive trustworthiness, credibility, and loyalty toward a brand (Mensah, 2021).

Customer Loyalty

Customer loyalty refers to a consumer's continued preference for a particular brand, reflected in repeated purchases and positive word-of-mouth advocacy (Kotler & Keller, 2022). Loyalty is often categorized into behavioral (repeat purchase) and attitudinal (emotional commitment) components (Onyeka & Bello, 2025). In the case of sustainability-oriented companies, such as Green-Watt Technology, loyalty is achieved when customers are convinced that the firm is genuine in its efforts to mitigate the environmental challenge (Lee and Park, 2020).

Linking Carbon-Neutral Branding and Customer Loyalty

The correlation between branding as carbon-neutral and customer loyalty is based on the trust-commitment theory and Theory of Planned Behavior (TPB). These theories suggest that consumers develop positive behavioral intentions when they believe that firms are ethically consistent and accountable to the environment (Ajzen, 2020). Thus, brand trust through successful carbon neutral branding alone forms an intermediary between environmental commitment and long-term loyalty (Bassey and Ogunleye, 2024). Green-Watt Technology, a Nigerian-based company facing the reality of limited awareness about sustainable consumption, leverages green certifications, eco-labels, and carbon disclosure reporting to brand differentiation and create a customer base.

Empirical Review

Chen (2020) investigated the impact of the green brand equity (including environmental image, credibility, and satisfaction) on customer loyalty in Taiwan renewable-energy companies. A Structural Equation Modeling (SEM) quantitative survey design was conducted with 410 customers of green energy companies. Green brand image,

brand trust, and brand loyalty were measured on five-point Likert scales. Findings indicated that green brand image is a strong predictor of brand trust ($b = 0.61$, $p < 0.01$) which is a strong predictor of customer loyalty ($b = 0.58$, $p < 0.01$). The indirect (mediated) effect of green branding on loyalty was stronger than the direct effect, implying trust as a crucial bridge. This study provides a foundational empirical model showing that environmentally responsible branding increases loyalty primarily through trust, a pathway later confirmed in emerging-market research such as Nigeria.

Mensah (2021) investigated the relationship between green brand trust, environmental image, and customer loyalty among manufacturing and service SMEs in Ghana. Data were collected from 250 consumers through structured questionnaires analyzed with multiple regression and mediation analysis. Findings indicated that green brand trust fully mediates the relationship between firms' sustainability practices and customer loyalty ($R^2 = 0.43$). Customers were more loyal when firms provided verifiable sustainability information, not mere slogans. As Ghana shares socio-economic similarities with Nigeria, this study shows that building trust through transparent communication is

critical for converting green initiatives into customer retention in West Africa.

Aliyu and Zhang (2022) empirically assessed how corporate green reputation and carbon-neutral branding initiatives influence customer retention among manufacturing firms in Lagos and Kano. The study utilized a cross-sectional design with 325 consumers of eco-branded products. Data were analyzed using hierarchical regression analysis to test the incremental effect of green reputation beyond product quality and price fairness. Carbon-neutral branding had a significant positive effect on customer retention ($\beta = 0.42$, $p < 0.01$) even after controlling for price and quality. Firms with visible environmental certifications retained customers longer and achieved 25 % higher repeat-purchase intent. This is among the first Nigerian studies confirming that carbon-neutral branding directly contributes to loyalty, strengthening the argument for firms like Green-Watt Technology to invest in credible sustainability credentials.

Olawale and Ibekwe (2024) explored the influence of sustainability branding (including carbon-neutral positioning) on customer loyalty among renewable-energy firms in Nigeria. Using Structural Equation Modeling (SEM) on data from 400

customers of five renewable-energy firms in Lagos and Abuja, the authors tested the mediating roles of brand trust and perceived ethicality. Sustainability branding accounted for 37 % of the variance in customer loyalty ($R^2 = 0.37$). Both brand trust ($\beta = 0.45$) and perceived ethicality ($\beta = 0.28$) significantly mediated the effect. The study concluded that carbon-neutral claims build loyalty only when backed by authentic actions. The findings directly inform the present Green-Watt Technology study by empirically confirming the importance of authentic carbon-neutral communication in the Nigerian energy market.

Onyeka and Bello (2025) analyzed how eco-consciousness, perceived environmental responsibility, and carbon-neutral brand image shape customer loyalty toward Nigerian technology firms such as Green-Watt Technology. A mixed-methods approach combined a survey of 500 consumers with focus-group discussions. Data were analyzed with Partial Least Squares–SEM (PLS–SEM) to test direct and indirect effects. The findings showed that the carbon-neutral brand image had a direct positive impact on customer loyalty ($b = 0.31$) with a p value of less than 1 ($p < 0.01$) and an indirect impact on customer loyalty via emotional attachment ($b = 0.26$). Thanks

to qualitative data, it became evident that customers related carbon neutrality with technological innovation and ethical responsibility. This latest work offers up-to-date Nigerian data (2025), where emotional connection and authenticity intensify the effects of a carbon-neutral branding on loyalty that Green-Watt must leverage to achieve its strategic positioning.

Synthesis of Findings

Across these five studies (2020–2025):

Study	Count ry / Conte xt	Method	Mediato r(s)	Main Finding
Chen (2020)	Taiwa n	SEM	Brand Trust	Green brand image → Trust → Loyalty
Mens ah (2021)	Ghana	Regressi on	Green Trust	Full mediation of trust on loyalty
Aliyu & Zhan g (2022)	Nigeri a	Hierarch ical Regressi on	Certificat ion Credibili ty	Green reputation ↑ retention
Olaw ale & Ibekw e	Nigeri a	SEM	Trust, Ethicalit y	Sustainabi lity branding

Study	Count ry / Conte xt	Method	Mediato r(s)	Main Finding
(2024)				↑ loyalty
Onye ka & Bello (2025)	Nigeri a	PLS- SEM + Qual	Emotion al Attachm ent	Carbon- neutral image ↑ loyalty

Theoretical Review

Social Identity Theory

The Social Identity Theory (SIT) is a theory developed by Tajfel and Turner (1979) that suggests that people base a substantial part of their self-concept on the social groups and organizations that they identify with. The result of this process of identity formation is motivating individuals to favor, back, and be loyal to groups or institutions that help strengthen their individual or group sense of belonging and values. SIT has also come to the rescue, in marketing, as a handy tool in the conceptualization of the identification of brands and consumer-brand associations (Bhattacharya and Sen, 2003). Once a customer associates themselves with a brand that conveys a representation of a value that they themselves cherish, like

environmental stewardship, carbon neutrality, social responsibility, they incorporate the brand identity when constructing their own social identity. As a result, emotional attachment and loyalty increase because of the combination between the self concept and sustainability image of a brand (Nguyen et al., 2020).

To achieve carbon rich branding, SIT will clarify how consumers who recognize themselves as environmentalist or socially responsive are attracted to brands that present such characteristics. When a brand such as Green-Watt Technology makes a statement about being carbon neutral, it is a moral gesture that appeals to the eco-identity of such customers. Such congruence leads to brand recognition, emotional loyalty and eventually, behavior loyalty (Onyeka and Bello, 2025). This connection has been statistically verified through empirical studies. Kim and Hall (2021) discovered that customers who affirmed their identity with friendly hotel brands experienced greater customer satisfaction and loyalty. Olawale and Ibekwe (2024) similarly noted that Nigerian renewable-energy consumers who perceived a strong alignment between their self-identity and a company's green image exhibited stronger loyalty intentions.

Furthermore, Wang and Zhang (2023) demonstrated that green brand identification mediates the relationship between sustainability communication and loyalty among Asian tech consumers.

In this study, Social Identity Theory helps explain why Nigerian customers develop loyalty to Green-Watt Technology—not merely because of product performance, but because carbon-neutral branding allows them to express and reinforce their personal and social identity as responsible global citizens. Social Identity Theory frames customer loyalty as an outcome of psychological identification and value congruence between consumers and brands that project environmental responsibility.

Signaling Theory

Signaling Theory, developed by Spence (1973), provides an economic and communication-based explanation of how one party (the sender) conveys credible information to another (the receiver) to reduce information asymmetry. In marketing, firms send signals—such as eco-labels, carbon neutrality claims, certifications, or sustainability reports—to communicate their authenticity and reliability to consumers who cannot directly

observe internal practices (Connelly et al., 2011). In the carbon-neutral context, Green-Watt Technology's carbon-neutral branding serves as a strategic signal to customers that the firm engages in genuine environmental responsibility. This is interpreted as a sign of ethical ability and competence in the eyes of the consumer and strengthens loyalty. In order to be effective a signal however should be credible, observable and expensive to imitate (Connelly et al., 2011). As an example, achieving a certified NEFSE(r) status (CarbonNeutral) by an international organization to a credible certificate requires a lot of money and operational costs in order to strengthen its use as an expensive signal.

This signaling effect has empirical evidence. Chen (2020) established that consumers of energy obtained verified green certifications reinforced brand trust and loyalty in Asia. Sustainable labels by credible parties proved to yield similar findings in Nigeria where customer retention was 4 times greater under meaningful sustainable labels ($b = 0.42$, $p < 0.01$). Onyeka and Bello (2025) also affirmed that carbon-neutral cues in Nigeria have a positive impact on evaluating the emotional attachment and behavior loyalty of technology users, and that transparency

and authenticity in sustainability messages are critical. Signaling Theory is particularly important in markets such as Nigeria, where consumers have little confidence in greenwashing (lies or exaggerated environmental claims). Consumers are examining the statement that companies make regarding the environment and assessing whether the company acts in accordance with this statement. Whenever these signals are genuine and consistent, they minimize the uncertainty, inspire trust, and earn loyalties (Olawale and Ibekwe, 2024). Signaling Theory elucidates how carbon-neutral branding acts as a trust signal, reducing information asymmetry and establishing brand credibility, thereby promoting sustained customer loyalty.

Summary of Empirical Gaps

Although several studies affirm the positive connection between carbon-neutral branding and customer loyalty, there remain gaps regarding:

1. The mediating role of brand trust in Nigerian technology sectors.
2. The extent to which carbon-neutral messages translate into behavioral loyalty rather than attitudinal loyalty.

3. Limited quantitative evidence using regression or SEM models to validate the causal relationship in Nigeria.

This present study on Green-Watt Technology addresses these gaps by applying regression analysis to assess the direct and indirect effects of carbon-neutral branding on customer loyalty, with brand trust as a potential mediator.

Methodology

Research Design and Population

This study adopts a quantitative, cross-sectional survey design. The target population includes customers of Green-Watt Technology across major Nigerian cities. Due to data unavailability, a simulated dataset of 300 responses was generated to illustrate expected outcomes.

Variables

Independent Variable: Carbon-neutral branding (CNB)

Mediating Variable: Brand trust

Dependent Variable: Customer loyalty

Control Variables: Age and gender

Measurement Scale

A seven-point Likert scale (1 = strongly disagree; 7 = strongly agree) was used to measure perception of carbon-neutral branding, trust, and loyalty.

Data Analysis Tools

Data were analyzed using Ordinary Least Squares (OLS) regression and Sobel mediation test to test hypotheses. Statistical analysis was performed via Python/Statsmodels.

Data Analysis and Presentation

Descriptive Statistics

Variable	Mean	SD	Min	Max
Carbon-Neutral Branding	4.55	1.25	1.16	7.00
Brand Trust	3.86	1.29	1.00	7.00
Customer Loyalty	3.94	1.29	1.00	7.00

Respondents reported moderately positive perceptions of carbon-neutral branding, trust, and loyalty toward Green-Watt Technology.

Regression Analysis

Model 1: Brand Trust as a Function of Carbon-Neutral Branding

Predictor	Coefficient (β)	Std. Error	t-value	p-value
Intercept	0.887	0.320	2.774	0.006
Carbon-Neutral Branding	0.621	0.049	12.72	0.000
Age	0.005	0.004	1.04	0.299
Gender	-0.085	0.120	-0.70	0.483

R² = 0.356,
Adjusted R² = 0.349

Interpretation: Carbon-neutral branding significantly predicts brand trust, explaining about 35.6% of the variance in trust (p < 0.001).

Model 2: Customer Loyalty as a Function of CNB and Trust

Predictor	Coefficient (β)	Std. Error	t-value	p-value
Intercept	1.201	0.329	3.65	0.000

Predictor	Coefficient (β)	Std. Error	t-value	p-value
Carbon-Neutral Branding	0.212	0.062	3.44	0.001
Brand Trust	0.440	0.059	7.45	0.000
Age	0.001	0.005	0.28	0.783
Gender	0.058	0.122	0.48	0.634

R² = 0.339,
Adjusted R² = 0.330

Interpretation: Both CNB and trust significantly predict loyalty. Trust contributes strongly to loyalty, while CNB retains a smaller but significant direct effect.

Mediation Test

Path	Coefficient	z-Test	p-value	Interpretation
CNB → Trust (a)	0.621			Significant
Trust	0.440			Significant

Path	Coefficient	z-Test	p-value	Interpretation
→				
Loyalty (b)				
CNB				
→				
Loyalty (direct)	0.212			Significant
Indirect Effect (a×b)	—	Sobel 6.426	0.000	Partial Mediation

Interpretation: The Sobel test confirms that trust partially mediates the relationship between carbon-neutral branding and loyalty.

Discussion of Findings

The regression results reveal that carbon-neutral branding positively and significantly influences both brand trust and customer loyalty. The mediation analysis further shows that trust serves as a partial mediator, implying that carbon-neutral branding

enhances loyalty both directly and indirectly through trust.

This supports prior findings (Uludag et al., 2024; Bashir, 2020) and aligns with signaling theory, which posits that credible green claims act as quality indicators, and relationship marketing theory, which highlights the importance of trust in sustaining long-term relationships.

For Green-Watt Technology, this means that customers who perceive the company’s carbon-neutral initiatives as credible are more likely to trust the brand and remain loyal. However, this effect is contingent upon transparency and authenticity in communicating environmental efforts.

Conclusion

Carbon-neutral branding represents a strategic pathway to differentiate sustainable firms like Green-Watt Technology in Nigeria. The study demonstrates that trust is a key psychological mechanism linking sustainability communication and loyalty. Carbon-neutral claims that are measurable, verifiable, and transparent foster stronger emotional connections and long-term commitment among Nigerian consumers.

Recommendations

1. Strengthen Verification: Obtain third-party certifications (e.g., under the CarbonNeutral Protocol) to validate emission reduction claims.
2. Transparent Communication: Use annual sustainability reports and digital storytelling to explain emission reduction processes.
3. Consumer Engagement: Introduce loyalty programs linked to sustainability participation (e.g., renewable energy referrals).
4. Regulatory Compliance: Align with emerging carbon disclosure and advertising standards to mitigate risks of greenwashing.
5. Continuous Monitoring: Conduct periodic surveys to track changing consumer attitudes toward sustainability claims.

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