

IMPACT OF GREEN MARKETING STRATEGIES ON CONSUMER TRUST IN SOLAR ENERGY ADOPTION IN RIVERS STATE, NIGERIA

Dr. Tom, Charles Miyene¹ & Dr. Nwankwo Greg Chigemecha²

¹miyene.charlestom@iaue.edu.ng, ²nwankwo.chigemecha@ust.edu.ng

¹Department of Marketing, Ignatius Ajuru University of Education, Port Harcourt, Nigeria, ²Department of Marketing, Rivers State University, Nkpolu Oroworukwo, Port Harcourt, Nigeria,

Abstract

This study on green marketing strategies and consumer trust in solar energy adoption in Rivers State employs a quantitative research design, using a survey approach to collect data from residential solar energy users and business owners who have adopted solar energy solutions. Three research questions were posed and three hypotheses tested. The population size consist of 5,500, comprising 2,500 residential solar energy users and 3,000 business owners. A sample size of 357 participants was selected using Taro Yamane formula, and a stratified random sampling technique was employed to select participants from the population, dividing them into two strata: residential solar energy users and business owners. Participants were randomly selected from each stratum using a random sampling technique. A structured questionnaire was used to collect data, divided into sections to capture information on demographic characteristics, green marketing strategies, consumer trust, and solar energy adoption. Data were analyzed using descriptive statistics (mean and standard deviation while hypothesis were tested using Pearson Product Moment Correlation (PPMC) at 0.05 significant. The findings from the analysis reveal that green marketing strategies, such as highlighting eco-friendly benefits, promoting environmental responsibility, and creating a green brand identity, significantly influence consumer trust and loyalty towards solar energy products. It was concluded that green marketing strategies influence on consumer trust in solar energy adoption in Rivers State is to a high extent. The study therefore recommends that solar energy marketers should highlight the eco-friendly benefits of their products and services to appeal to consumers who prioritize environmental sustainability.

Keywords: Green marketing strategies, consumer trust, green brand identity, eco-friendly benefits, consumer awareness, solar energy adoption.

Introduction

Increase in ecological issues which has negatively affected the earth, has given rise to consumer concern creating the need towards environmental protection and great demand for green products. Consequently, in an attempt to leverage increased demand for more sustainable goods and services, companies have employed marketing tactics to assure consumers that their products are green. Being green has become an essential strategy for some large businesses in developed countries. Some of them use green issue to expand their markets to developing countries through alliances, licensing, or franchising. Thus by establishing trust through transparent and responsible marketing practices, companies can increase the adoption of solar energy and contribute to a more sustainable future.

Li, Zhu, Li, Li and Ding (2024) therefore posit that the importance of consumer trust in the adoption of solar energy cannot be overstated adding that consumer trust is critical in solar energy adoption in convincing consumers to invest in renewable energy solutions. They maintained that consumer trust is essential in green marketing strategies for solar energy adoption because it lends credibility to environmental claims and influences purchase intentions. When consumers trust a company, they're more likely to believe its environmental claims and purchase its products or services. Green marketing strategies therefore, play a crucial role in building consumer trust in solar energy. In

addition, companies must prioritize transparency, honesty, and environmental responsibility to establish trust with their customers.

Nevertheless, with an abundance of sunshine and a growing demand for energy, Nigeria is an ideal location for solar energy adoption. However, despite the vast potential, the adoption of solar energy in Nigeria has been slow, hindered by a lack of consumer trust, limited awareness, and inadequate infrastructure. To address these challenges, solar energy companies in Nigeria must adopt innovative marketing strategies that not only promote the benefits of solar energy but also foster consumer trust and loyalty. However, in Rivers State, Nigeria, where energy demand is high and environmental concerns are pressing, the need for effective green marketing strategies is particularly important. Thus, green marketing is becoming a trend, and many companies have implemented it as a strategy for winning the market. Green marketing, which involves promoting products or services that are environmentally friendly and sustainable, offers a promising solution. Bello and Hong (2024) postulated that the success of green marketing strategies hinges on the strategic integration of three critical dimensions: establishing a credible green brand identity, communicating the value of eco-friendly benefits, and fostering consumer awareness. Therefore, creating a green brand identity is crucial for solar energy companies in Nigeria to establish a strong market presence. This can be achieved by incorporating eco-friendly branding elements, such as using green colors, leaves, or solar panels in logos and marketing materials. Additionally, publishing annual sustainability reports highlighting environmental achievements and progress towards sustainability goals can also contribute to a strong green brand identity (Ogunsola, 2018). Ultimately, by creating a strong green brand identity, companies can differentiate their brand from competitors, build trust with environmentally conscious consumers, and contribute to a more sustainable future.

Furthermore, promoting consumer awareness is essential in green marketing by encouraging consumers to adopt eco-friendly behaviors and habits. Adeyemi (2017) reiterated that by highlighting the eco-friendly benefits of products or services is crucial in green marketing. He emphasized that solar energy companies in Nigeria, should lead the campaign on the reduction of carbon emissions, energy independence, and cost savings associated with solar energy. To this end, green marketing strategies of companies in developing countries are not yet fully recognized citing Cronin (2011), possibly it is because the attention on the importance of green marketing strategies has been relatively limited compared to its increasing importance as a viable organizational strategy. Rivers State, with its high energy demands and environmental concerns, provides a unique context to investigate the impact of green marketing strategies on consumer trust in solar energy adoption.

Statement of the Problem

Ecological challenges such as environmental degradation, global warming, greenhouse effect, pollution, and climate changes which are directly related to industrial manufacturing have continue to affect human's activities. Thus, the importance of renewable energy sources, particularly solar energy, cannot be overstated. In Nigeria, the adoption of solar energy is still in its infancy, despite the country's abundant solar resources (Sambo, 2017). The lack of consumer awareness, high upfront costs, and limited access to financing are some of the major barriers to solar energy adoption in Nigeria (IEA, 2020).

As noted by Ottman (2017), green marketing is not just about slapping a green label on a product, but about creating a genuine emotional connection with consumers. In Rivers State, Nigeria, where energy demand is high and environmental concerns are pressing, the need for effective green marketing strategies is of great significance. Green marketing strategies have emerged as a crucial tool for promoting environmentally friendly products and services. Green marketing strategies can play a crucial role in driving this transformation, but more research is needed to understand their effectiveness in promoting solar energy adoption in Nigeria.

However, there is limited research on how to create this emotional connection in the context of solar energy adoption in Nigeria. Thus, by emphasizing the eco-friendly benefits, creating a strong green

brand identity, and promoting consumer awareness of solar energy can potentially enhance consumer trust and drive adoption. Therefore, it is essential to investigate the impact of green marketing strategies on consumer trust in solar energy adoption in Rivers State, Nigerian.

Purpose of the Study

The main purpose of the study is to investigate the influence of green marketing strategies on consumer trust in solar energy adoption in Rivers State, Nigeria. Specifically, the objectives are to:

1. examine the extent to which creating green brand identity on consumer trust in solar energy adoption in Rivers State.
2. find out the extent to which emphasizing eco-friendly benefits on consumer trust in solar energy adoption in Rivers State.
3. ascertain the extent to which Promoting consumer awareness on consumer trust in solar energy adoption in Rivers State.

Research questions

The following research questions are developed to guide this study:

To what extent does creating green brand identity on consumer trust in solar energy adoption in Rivers State?

To what extent does emphasizing eco-friendly benefits on consumer trust in solar energy adoption in Rivers State?

To what extent does promoting consumer awareness on consumer trust in solar energy adoption in Rivers State?

Research Hypothesis

The following hypotheses are formulated and tested at 0.05 level of significance:

Ho₁: there is no significant relationship between creating green brand identity and consumer trust in solar energy adoption in Rivers State.

Ho₂: there is no significant relationship between emphasizing eco-friendly benefits and consumer trust in solar energy adoption in Rivers State.

Ho₃: there is no significant relationship between promoting consumer awareness and consumer trust in solar energy adoption in Rivers State.

Concept of Green Marketing Strategies

According to Polonsky (2011) green marketing refers to all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with the minimal detrimental impact on the natural environment".

Green marketing involves the use of environmental issues as a marketing tool to promote products, services, and brands. It is a strategic approach that aims to create a positive impact on the environment while also promoting business interests. The concept of green marketing has gained significant attention in recent years, particularly in developing countries like Nigeria.

However, the failure of some green marketing strategies happens frequently because companies used the environment as an additional promotional dimension without any attempts to analyse, or modify the underlying product itself and its environmental impact (King, 1985 cited in Taboola (2018). On the other hand, the marketers are focused on convincing and seducing the consumer by all means such as more sophisticated packaging with more space for communication, or shifting to materials that is more appealing to the consumers, regardless of its impact on the environment. Moreover, knowledge about the impact of consumption on the environment needs to be enhanced and cooperation deepened at different levels in society. The importance of green marketing strategies in today's business landscape cannot be overstated. With the increasing awareness of environmental issues and the need for sustainable practices, companies are now more than ever, expected to adopt environmentally friendly approaches to marketing.

Finally, the lack of understanding of how green marketing strategies influence consumer trust in solar energy adoption in Nigeria may lead to ineffective marketing campaigns that fail to resonate with consumers, missed opportunities for companies to differentiate themselves and establish a competitive advantage in the market, continued reliance on fossil fuels, exacerbating environmental degradation and climate change, limited economic benefits from the adoption of solar energy, including job creation and stimulation of local economies. Thus, a comprehensive green branding strategy necessitates the harmonization of three vital dimensions: crafting a compelling green brand identity, showcasing eco-friendly benefits, and cultivating consumer awareness through education and engagement.

Creating a green brand identity

Creating a green brand identity is a multifaceted process that involves more than just marketing and branding. It requires a genuine commitment to sustainability and environmental responsibility that permeates every aspect of the business, including its supply chain (Kotler & Keller, 2016). This means that companies must rethink their business models, sources, and resources to reduce their environmental impact. A key aspect of creating a green brand identity is to focus on reducing rather than adding to offset non-sustainable practices. This involves cutting out unsustainable practices and being transparent about the changes being made (Peattie & Crane, 2015). Companies can also leverage technology to promote sustainability, such as using digital platforms to educate customers about sustainable practices and reduce waste. Additionally, incorporating eco-friendly design elements, such as natural color palettes and minimalistic design, can help to reinforce a brand's commitment to sustainability (Chen, 2016). Ultimately, creating a green brand identity requires a long-term commitment to sustainability and environmental responsibility. Companies must be willing to make significant changes to their business models and practices, and be transparent about their progress. By doing so, companies can build trust with their customers and establish a strong reputation as a sustainable and responsible business (Kotler & Keller, 2016). This dimension involves developing a brand image that is associated with environmental sustainability and eco-friendliness. By creating a strong green brand identity, companies can differentiate their brand from competitors, build trust with environmentally conscious consumers, and contribute to a more sustainable future.

Highlighting Eco-Friendly Benefits

Highlighting eco-friendly benefits is a crucial dimension of green branding, as it enables companies to communicate their environmental commitment and values to customers. By emphasizing the eco-friendly benefits of their products or services, companies can create a positive brand image and differentiate themselves from competitors (Chen, 2016). For instance, a company that produces energy-efficient light bulbs can highlight the environmental benefits of using their products, such as reducing energy consumption and carbon emissions. Companies can also use eco-labels and certifications to highlight the eco-friendly benefits of their products. Eco-labels, such as the Energy Star label, provide customers with assurance that a product meets certain environmental standards (Peattie & Crane, 2015). Additionally, companies can use environmental certifications, such as ISO 14001, to demonstrate their commitment to environmental management and sustainability. By highlighting these eco-friendly benefits, companies can increase customer loyalty and drive business growth. According to a study, 75% of customers are more likely to buy from a company that has a strong environmental reputation (Kotler & Keller, 2016). By highlighting their eco-friendly benefits, companies can attract environmentally conscious customers and establish themselves as leaders in sustainability.

Promoting consumer awareness programme

Promoting consumer awareness is a vital dimension of green branding, as it enables companies to educate customers about the environmental benefits of their products or services. By raising consumer awareness, companies can encourage customers to make environmentally friendly

purchasing decisions and foster a sense of shared responsibility for sustainability (Peattie & Crane, 2015). For instance, a company that produces eco-friendly cleaning products can promote consumer awareness by providing information on the environmental impacts of traditional cleaning products and the benefits of switching to eco-friendly alternatives. Companies can use various marketing strategies to promote consumer awareness, including advertising, social media, and in-store promotions. According to a study, social media is an effective platform for promoting consumer awareness, as it enables companies to engage with customers and share information about their environmental initiatives (Kotler & Keller, 2016). Additionally, companies can partner with environmental organizations and NGOs to promote consumer awareness and demonstrate their commitment to sustainability. Finally, promoting consumer awareness is essential for creating a sustainable marketplace and encouraging customers to adopt environmentally friendly behaviors. By educating customers about the environmental benefits of their products or services, companies can empower them to make informed purchasing decisions and drive demand for sustainable products (Chen, 2010). By promoting consumer awareness, companies can not only enhance their brand reputation but also contribute to a more sustainable future. Promoting consumer awareness is essential in green marketing. This can be achieved by:

1. Develop educational content: Create informative blog posts, videos, and social media posts that explain the benefits of solar energy and how it works (Ogunsola, 2018).
2. Host workshops and webinars: Organize workshops and webinars to educate consumers about solar energy, its benefits, and how to install and maintain solar panels (International Renewable Energy Agency, 2020).
3. Partner with influencers and thought leaders: Collaborate with social media influencers, thought leaders, and industry experts to promote solar energy and educate consumers about its benefits (Kotler & Keller, 2016).

Consumer Trust in Solar Energy Adoption

Consumer trust plays a significant role in the adoption of solar energy. Studies have shown that trust is a crucial factor in the decision-making process of consumers when it comes to adopting solar energy systems (Bello & Hong, 2024). When consumers trust the technology, the installation company, and the government's policies supporting solar energy, they are more likely to adopt solar energy. To promote consumer trust and adoption of solar energy, it is essential to address the factors influencing trust. This can be achieved by providing education and training programs for consumers, promoting the benefits of solar energy, and offering incentives and financing options to make solar energy more accessible and affordable. Additionally, governments and policymakers can play a crucial role in promoting consumer trust by implementing policies and regulations that support the development and adoption of solar energy. An effective green marketing strategies play a crucial role in promoting consumer trust and adoption of renewable energy sources. By highlighting the environmental benefits and eco-friendly features of their products or services, companies can create a positive brand image and differentiate themselves from competitors (Chen, 2010). Green marketing strategies can also help to alleviate concerns about climate change, energy security, and sustainability, which are critical factors influencing consumer trust and adoption decisions.

Theoretical Framework

Theory of Reasoned Action

Created by Martin Fishbein and Icek Ajzen (1967), the Theory of Reasoned Action centers its analysis on the importance of attitudes in the decision-making process. The core of the theory posits that consumers act on a behavior based on their intention to create or receive a particular outcome. In this analysis, consumers are rational actors who choose to act in their best interests. According to the theory, specificity is critical in the decision-making process. A consumer only takes a specific action when there is an equally specific result expected. From the time the consumer decides to act to the time the action is completed, the consumer retains the ability to change his or her mind and

decide on a different course of action. Furthermore, customers evaluate alternatives by comparing various brands and this evaluation is mainly based on the functional and psychological benefits they offer. This implies that an organization needs grasp the benefits customers seek and also find out other brands customers consider. After evaluation is done, the customer is set to decide on his or her choice, and it must be noted that this decision does not necessarily lead to purchasing; hence organizations use different techniques to ensure actual purchase. These techniques pay include flexible payment plans for products and services or discounts or even ability to enter a competition with the purchase (Khosla, 2010). The last stage a consumer goes through is the after buying assessment which enables the buyer to the goods or services they purchased and product features such as brand, price and quality are compared. At this stage customers compare their expectations to the perceived value thus influencing the decision to continue purchasing the good or not. It is worth noting that availability of information on products greatly affects this decision (MaInnis, 2014). Marketers can learn several lessons from the Theory of Reasoned Action. First, when marketing a product to consumers, marketers must associate a purchase with a positive result, and that result must be specific. For instance a research study by Chen and Chang (2019) showed that consumers' attitudes towards green energy option (e.g., renewable energy sources) and subjective norms (e.g., social norms promoting environmental responsibility) predicted their intentions to choose green energy option.

Empirical Review

The review of related empirical studies showed that no research study is directly related to the present study. However, some were found relevant. Chen, Y. (2016) conducted a study titled "The drivers of green brand equity: Green brand image, green satisfaction, and green trust" to explore the impact of green marketing on consumer behavior. The study employed a survey methodology, using a self-administered questionnaire to collect data from 500 consumers in Taiwan. The sampling technique used was convenience sampling, where participants were recruited through online forums and social media groups. The study found that green marketing strategies can enhance consumer trust and loyalty towards environmentally friendly products. Specifically, the findings revealed that green brand image, green satisfaction, and green trust are significant drivers of green brand equity. The study's results suggest that companies can build strong green brands by creating positive green brand images, delivering satisfactory green experiences, and fostering green trust with their customers.

In yet another study, Li et al. (2024) investigated the relationship between green marketing strategies and consumer trust in solar energy adoption in their study titled "The impact of green marketing on consumer trust in solar energy adoption". The study used a quantitative approach, collecting data through an online survey of 1,000 consumers in China. The sampling technique employed was stratified random sampling, where participants were selected from different age groups and income levels. The study applied structural equation modeling (SEM) to analyze the data and found that green marketing strategies can increase consumer trust and adoption of solar energy. The findings indicated that green marketing has a positive impact on consumer trust, which in turn influences solar energy adoption. The study's results suggest that companies can promote solar energy adoption by implementing effective green marketing strategies.

Also, Kumar et al. (2019) examined the relationship between green brand equity and consumer trust in solar energy adoption in their study titled "Green brand equity and consumer trust: A study of solar energy adoption". The study employed a mixed-methods approach, combining both qualitative and quantitative data collection and analysis methods. The qualitative data were collected through in-depth interviews with 30 consumers, while the quantitative data were collected through a survey of 300 consumers in India. The sampling technique used was purposive sampling, where participants were selected based on their experience with solar energy products. The study found that green brand equity can enhance consumer trust and loyalty towards solar energy products.

The findings revealed that green brand equity has a positive impact on consumer trust, which in turn influences solar energy adoption. The study's results suggest that companies can build strong green brands by creating positive green brand images, delivering satisfactory green experiences, and fostering green trust with their customers.

Methodology

This study on green marketing strategies and consumer trust in solar energy adoption in Rivers State employs a quantitative research design, using a survey approach to collect data from residential solar energy users and business owners who have adopted solar energy solutions. The population size is approximately 5,500, comprising 2,500 residential solar energy users and 3,000 business owners. A sample size of 357 participants was selected using Taro Yamane formula, and a stratified random sampling technique was employed to select participants from the population, dividing them into two strata: residential solar energy users and business owners. Participants were randomly selected from each stratum using a random sampling technique. A structured questionnaire was used to collect data, divided into sections to capture information on demographic characteristics, green marketing strategies, consumer trust, and solar energy adoption. The reliability of the instrument was tested using Cronbach alpha and a correlation coefficient of 0.86 was obtained an indication that the instrument is reliable. The questionnaire was administered through online surveys using Google Forms and in-person interviews with participants. Descriptive statistics and inferential statistics was used to analyze the data, including means, and standard deviations, as well as Pearson Product Moment Correlation (PPMC) to examine the relationship between green marketing strategies and consumer trust on SPSS (Statistical Package for Social Sciences) version 25.0.

Result of Findings

Research Question 1

To what extent does creating green brand identity influence consumer trust in solar energy adoption in Rivers State?

Table 1: Computation of mean responses of creating green brand identity on consumer trust in solar energy adoption in Rivers State.

Items	N	Mean	Std. Deviation	Std. Error Mean
Green brand identity and consumer trust	357	3.8410	.34201	.02322
Company's green brand image influence my trust in their solar energy products	357	3.81	.515	.035
How important is it for you to associate a company's brand with environmental responsibility when considering solar energy adoption.	357	3.86	.376	.026
Company's transparency about its environmental practices and policies affect your trust in their solar energy products.	357	3.83	.412	.028
How likely are you to trust a company's solar energy products if they have a strong green brand reputation.	357	3.87	.457	.031

Source: SPSS output (Base on questionnaires' data 2025)

Analysis in table 1 showed that all questionnaire items on creating green brand identity influence consumer trust in solar energy adoption have mean score above the criterion mean of 2.50 indicating an acceptance that creating green brand identity influence consumer trust in solar energy adoption in Rivers State, Nigeria. In summary, with a grand mean of 3.84, the respondents agreed to a very high extent that creating green brand identity influence consumer trust in solar energy adoption in

Rivers State. These findings suggest that creating green brand identity have a profound influence on consumer trust on solar energy adoption in Rivers State, highlighting the importance of incorporating environmental responsibility and sustainability into marketing efforts.

Research Question 2

To what extent does emphasizing eco-friendly benefits influence consumer trust in solar energy adoption in Rivers State?

Table 2: Computation of mean responses of emphasizing eco-friendly benefits on consumer trust in solar energy adoption in Rivers State.

Items	N	Mean	Std. Deviation	Std. Error Mean
Eco-friendly benefits and consumer trust	357	3.7327	.30141	.02046
Company's educational content about solar energy influence my trust in their products.	357	3.70	.601	.041
How important is it for you to feel informed about the environmental benefits of solar energy when considering adoption	357	3.87	.457	.031
Company's promotion of solar energy's environmental benefits affect my trust in their products.	357	3.69	.564	.038
How likely are you to trust a company's solar energy products if they provide clear and concise information about the benefits of solar energy	357	3.68	.565	.038

Source: SPSS output (Base on questionnaires' data 2025)

The results of the study in analysis 2, indicate a highly positive influence of emphasizing eco-friendly benefits on consumer trust and solar energy adoption in Rivers State. The overall mean score of 2.5 on a 4-point Likert scale suggests a significant influence of emphasizing eco-friendly benefits on consumer trust and solar energy adoption. Notably, with a grand mean of 3.73, indicating a consistently very high level of agreement on the effectiveness of green marketing strategies in promoting solar energy adoption and enhancing consumer trust. These findings suggest that emphasizing eco-friendly benefits as a dimension of green marketing strategies have a profound impact on consumer trust and solar energy adoption in Rivers State.

Research Question 3

To what extent does promoting consumer awareness on consumer trust in solar energy adoption in Rivers State?

Table 3: Computation of mean responses of promoting consumer awareness on consumer trust in solar energy adoption in Rivers State.

Items	N	Mean	Std. Deviation	Std. Error Mean
Consumer awareness and consumer trust	357	3.8164	.32679	.02218
Company's emphasis on the eco-friendly benefits of solar energy influence your trust in their products.	357	3.83	.500	.034
	357	3.86	.339	.023

How important is it for you to consider the environmental impact of a company's solar energy products when making a purchasing decision				
Company's highlighting of solar energy's carbon reduction benefits affect your trust in their products.	357	3.76	.514	.035
How likely are you to trust a company's solar energy products if they emphasize the eco-friendly benefits of their products.	357	3.87	.457	.031

Source: SPSS output (Base on questionnaires' data 2025)

Analysis in table 3 showed that all questionnaire items on promoting consumer awareness on consumer trust in solar energy adoption have mean score above the criterion mean of 2.50 indicating an acceptance that promoting consumer awareness on consumer trust in solar energy adoption in Rivers State. In summary, with a grand mean of 3.81, the respondents agreed to a very high extent that promoting consumer awareness influence consumer trust in solar energy adoption in Rivers State.

Hypothesis 1

There is no significant relationship between creating green brand identity and consumer trust in solar energy adoption in Rivers State.

Table 4: Computation of relationship between creating green brand identity and consumer trust in solar energy adoption in Rivers State.

Correlations

		GREEN BRAND IDENTITY	CONSUMER TRUST
GREEN BRAND IDENTITY	Pearson Correlation	1	.905**
	Sig. (2-tailed)		.000
	N	357	357
CONSUMER TRUST	Pearson Correlation	.905**	1
	Sig. (2-tailed)	.000	
	N	357	357

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS-generated Output (2025)

Table 4 shows a correlated result of an analysis on creating green brand identity and consumer trust in solar energy adoption in Rivers State. The result indicates creating green brand identity has a very strong positive correlation with consumer trust in solar energy adoption (**r = .905**) which is significant given 2-tailed value (PV) = 0.000 < 0.05. Based on this result, hypothesis (H₀₁) of no significant relationship between creating green brand identity and consumer trust in solar energy adoption in Rivers State is thus rejected.

Hypothesis 2

There is no significant relationship between emphasizing eco-friendly benefits and consumer trust in solar energy adoption in Rivers State

Table 5: Computation of relationship between emphasizing eco-friendly benefits and consumer trust in solar energy adoption in Rivers State.

Correlations

		ECO-FRIENDLY BENEFITS	CONSUMER TRUST
ECO-FRIENDLY BENEFITS	Pearson Correlation	1	.866**
	Sig. (2-tailed)		.000
	N	357	357
CONSUMER TRUST	Pearson Correlation	.866**	1
	Sig. (2-tailed)	.000	
	N	357	357

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS-generated Output (2025)

Table 5 shows a correlated result of an analysis on emphasizing eco-friendly benefits and consumer trust in solar energy adoption in Rivers State. The result indicates emphasizing eco-friendly benefits has a very strong positive correlation with consumer trust in solar energy adoption ($r = .866$) which is significant given 2-tailed value (PV) = $0.000 < 0.05$. Based on this result, hypothesis (H_{o2}) of no significant relationship between emphasizing eco-friendly benefits and consumer trust in solar energy adoption in Rivers State is thus rejected.

Hypothesis 3

There is no significant relationship between promoting consumer awareness and consumer trust in solar energy adoption in Rivers State.

Table 6: Computation of relationship between promoting consumer awareness and consumer trust in solar energy adoption in Rivers State.

Correlations

		CONSUMER AWARENESS	CONSUMER TRUST
CONSUMER AWARENESS	Pearson Correlation	1	.772**
	Sig. (2-tailed)		.000
	N	357	357
CONSUMER TRUST	Pearson Correlation	.772**	1
	Sig. (2-tailed)	.000	
	N	357	357

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS-generated Output (2025)

Table 6 shows a correlated result of an analysis on promoting consumer awareness and consumer trust in solar energy adoption in Rivers State. The result indicates promoting consumer awareness has a very strong positive correlation with consumer trust in solar energy adoption ($r = .722$) which is significant given 2-tailed value (PV) = $0.000 < 0.05$. Based on this result, hypothesis (H_{o3}) of no significant relationship between promoting consumer awareness and consumer trust in solar energy adoption in Rivers State is thus rejected.

Discussion of Findings

This research which investigate the influence of green marketing strategies on consumer trust in solar energy adoption in Rivers State, Nigeria supports some previous studies conducted in the academic space. The researchers' intention was to determine if creating green brand identity, emphasizing eco-friendly benefits, and promoting consumer awareness will influences consumer trust in solar energy adoption in Rivers State.

Analysis of primary data collected from 357 respondents representing residential solar energy users and business owners who have adopted solar energy solutions, reveals that green marketing strategies significantly influence consumer trust in solar energy adoption in Rivers State. Our findings support, Chen, Y. (2010) found that green marketing strategies can enhance consumer trust and loyalty towards environmentally friendly products. Specifically, the findings revealed that green brand image, green satisfaction, and green trust are significant drivers of green brand equity.

Moreover, Kotler and Keller, assertion that by highlighting firms' eco-friendly benefits, companies can attract environmentally conscious customers and establish themselves as leaders in sustainability also corroborate our findings. They revealed that a company that produces energy-efficient light bulbs can highlight the environmental benefits of using their products, such as reducing energy consumption and carbon emissions.

In supporting these findings also Li et al. (2024) argued green marketing strategies can increase consumer trust and adoption of solar energy. Their findings indicated that green marketing has a positive impact on consumer trust, which in turn influences solar energy adoption. In a similar finding, Peattie and Crane (2005) reveals that by educating customers about the environmental benefits of their products or services, companies can empower them to make informed purchasing decisions and drive demand for sustainable products and finally, the researcher is of the opinion that **by** raising consumer awareness, companies can encourage customers to make environmentally friendly purchasing decisions and foster a sense of shared responsibility for sustainability

Conclusion

Study provides insights into the critical role of green marketing strategies in promoting consumer trust and adoption of solar energy. The findings suggest that green marketing strategies, such as highlighting eco-friendly benefits, promoting environmental responsibility, and creating a green brand identity, can significantly influence consumer trust and loyalty towards solar energy products. The study's results also underscore the importance of authenticity, transparency, and environmental responsibility in building trust with consumers.

Recommendations

Based on our findings and conclusion, the study therefore recommends that:

1. Solar energy firms should develop informative content highlighting the benefits and value proposition of solar energy.
2. Solar energy marketers should highlight the eco-friendly benefits of their products and services to appeal to consumers who prioritize environmental sustainability.
3. Solar energy companies should share case studies and testimonials from satisfied customers who have benefited from solar energy adoption to build trust and credibility.

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