Measuring the Impact of Green Brand Alliance Equity on Brand Value in the Nigerian Textile and Apparel Industry

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ABSTRACT

This research investigates the effect of green brand alliance equity on brand value in the textile and apparel industry in Nigeria. More specifically, it sought to establish if sustainability-oriented alliances and joint environmental innovationcan lead to improved brand value amongst registered textile and apparel manufacturing companies in Nigeria. A cross-sectional survey design was utilized selecting managers and senior marketing staff of registered companies. A structured questionnaire was used to gather primary data from 274 respondents out of an estimated population of 1,200 eligible managers through proportionate sampling. Using multiple regression analysis, the data were analysed by means of IBM SPSS Statistics Version 29 at the 5% level of significance. The regression result showed that green brand alliance did not have statistically significant impact on brand value ($R = 0.028$, $R^2 = 0.001$, $F = 0.214$, $p = 0.644$), indicating that green brand alliances only accounted for 0.1% of the variance in brand value. The study concluded that green brand alliances are not enough to enhance brand value within the Nigerian textile and apparel sector. Therefore, the study recommended that firms should translate sustainability partnerships into measurable brand value by engaging in corporate sustainability communication, demonstrating authenticity in environmental and social practice, continuously innovating and fostering consumer engagement.

Keyword: Brand Value; Collaborations; Green Brand Alliance; Green Brand Image; Greenwashing

1. INTRODUCTION

The global textile and clothing industry is at a crossroads, facing environmental and societal issues that necessitate a radical rethinking of its traditional operating models. Accounting for 2 and 8% of the world's greenhouse gas emissions, believed to consume 215 trillion litres of water per year, and responsible for generating millions of tons of textile waste annually, this industry represents the unsustainable nature of linear "take–make–dispose" production practice (Raman et al., 2025). The total amount of clothing produced worldwide has almost doubled over the past twenty years, while the length of time clothing is used has decreased, leading to greater pressure on resources and increased waste (Ranjan et al., 2024). This trajectory reflects the increasing demand for circular and sustainable business models in the sector (Coppola et al., 2023).

To this end, companies are developing strategic partnerships with environmental groups, certification bodies, research institutions, recycling companies, and ethical providers to enhance environmental performance and market positioning. These partnerships, which have been framed as green brand alliances, allow firms to move beyond traditional commercial partnerships to collaborate on environmental stewardship, social responsibility, and long-term value creation. These types of partnerships allow companies to share resources in complementary areas to create green innovations, enhance the sustainability of supply chains, and improve organizational legitimacy (Dzhengiz, 2023). From a Signaling Theory perspective, sustainability alliances are credible signals that decrease the information asymmetry about the commitment of firms to the environment, increasing confidence of consumers and reputation of firms (Kim et al., 2026).

Green brand alliances are now considered a popular tool for enhancing brand equity and sustainable competitive advantage. Today's consumers view brands through a lens of environmental responsibility, ethical sourcing, transparency, and social good—not just product quality and price. As a result, sustainability collaborations may enhance brand awareness, brand image, customer trust, brand preference, and loyalty by serving as a credible sign of commitment to sustainable development (Lorgnier et al., 2023). Studies show that companies that participate in credible sustainability partnerships are more likely to have stronger green brand equity, more positive consumer attitudes, and increased consumer intentions to purchase sustainable brands (Javed et al., 2024). However, scholars advise that such outcomes are contingent on trustworthiness, transparence, and genuineness as consumers are becoming more dubious towards the greenwashing (Reddy, 2026).

While sustainable branding is an emerging research area and receiving increasing scholarly focus, empirical evidence on the association between sustainability collaboration and brand value is still ambiguous, especially in the context of developing countries. Existing research on the topic has predominantly focused on green marketing, environmental performance and corporate social responsibility separately, with little research addressing green brand alliance equity such an integrative and strategic perspective. In addition, a large part of the existing evidence is from developed countries and institutional support, environmental regulation, consumer awareness,

and sustainable development infrastructure vary widely from those of developing countries (Dzhengiz, 2023). Such contextual differences challenge the generalizability of previous findings and call for country-based research.

The textile and clothing industry in Nigeria is a particularly appropriate case to study this relationship. The sector, which was once the pillar of industrial growth and employment, has been brought to its knees by poor infrastructure, erratic policy regime, high cost of production, competition from imports and low level of technological know-how (Lindsay & Danladi, 2015; Usman &Halidu, 2015). Yet a rising tide of global demand for "green" textiles, a renewed government emphasis on local production, and greater environmental consciousness has led a number of Nigerian textile companies to consider joint sustainability projects involving environmentally friendly raw materials, use of renewable energy, recycling of waste, cleaner production methods and participation in internationally-recognized environmental certification schemes. Such efforts can bolster not only environmental performance but also brand competitiveness in the domestic as well as international markets.

In view of the above, there is a lack of empirical study on how sustainability collaboration enhances green brand alliance equity and ultimately affects brand value in the context of Nigerian textile and apparel industry. Filling this gap in knowledge is critical as insights into the strategic contribution of sustainability partnerships to product and brand performance may support managers, policy-makers, and industry players to develop partnership models that promote environmental performance and that are competitive in both local and global markets.

2 LITERATURE REVIEW

2.1 Green Brand Alliance Equity

The brand equity of the green brand alliance is the added value that an enterprise's brand gains from forming strategic sustainability collaborations with green organizations, suppliers, certification bodies, research bodies, and other stakeholders that can collectively increase environmental performance and consumer brand perceptions (Baah et al., 2025). As opposed to conventional strategic alliances with the primary goal of boosting operational cost efficiencies and market reach expansion, green brand alliances embed the principles of environmental care, social responsibility and long-term value generation into the green partnership relationships and as such develop intangible assets that increase the competitive standing of the partner brands (Dzhengiz et al., 2023; Iurkov et al., 2024).

The idea is based on brand equity theory which asserts brand equity is built upon positive brand awareness, associations, quality perceptions and customer loyalty (Cornwell et al., 2023). In the context of sustainability marketing, the green brand alliance equity concept takes this a step further by contending that environmentally sound alliances increase not only brand legitimacy but also consumer trust. In the same vein, the Resource-Based View (RBV) suggests that

sustainability partnerships are a source of critical and inimitable resources that can lead to innovation and long-term competitive advantage.

Dzhengiz et al. (2023) showed that sustainability-oriented partnerships enhance the firm's environmental innovation as well as organizational and stakeholder legitimacy and, thus, positively influences the firm's brand equity. Under signaling theory, partnerships with well-known environmental organizations are also seen as credible signals of a firm's commitment to sustainability that help to alleviate consumer uncertainty and reduce their greenwashing perceptions (Connelly et al., 2011). In addition, it has been reported that CSR activities increase green brand equity, customers' willingness to loyalty, and purchasing decisions in the case of consumers' perception that activities are sincere and transparent (Dinh et al., 2023; Sun & Kim, 2023).

Green brand alliance equity has high importance in the Nigerian textile and apparel industry where organizations are partnering more with sustainability partners to enhance environmental performance, build brand image, increase consumer trust and generate sustainable brand value in local and global markets. For this study, green brand alliance equity is strengthened by credible sustainability partnerships and joint environmental innovation.Sustainability partnership credibility builds stakeholder trust in the alliance's environmental commitments as joint environmental innovation demonstrates genuine collaborative sustainability efforts and value creation.Together, they enhance green brand image, trust, perceived value, and overall alliance equity.

2.1.1 Sustainability Partnership Credibility

The credibility of the partnership for sustainability relates to the perception that a joint sustainability effort between firms and other partners (like environmental NGO's, certification bodies, suppliers and government bodies) is sincere, knowledgeable, open and sincerely geared toward meeting environmental and social goals rather than being used as a marketing tool to increase business. In the case of green brand alliance equity, sustainability partnership credibility strengthens consumer belief that alliance partners have the necessary know-how, trustworthiness, and common ground to confuse believable and coherent sustainability messages. Trustworthy partners can reduce the asymmetry of information between parties, strengthen environmental claims and the associated consumer skepticism towards greenwashing, building the trust in brand, perceived quality and brand equity (Reddy, 2026).

Alliances in the environmental sphere thus act as strong signals to the market when partnering firms have complementary capabilities and can credibly communicate their accomplishments in a transparent manner (Duchin et al., 2024). Further, multi-sector partnerships for sustainability deliver legitimacy, innovation and stakeholder trust only when there is accountability, transparency and shared commitment (Altman & Fry, 2024). In the Nigerian textile and apparel sector, consumers are becoming more demanding that production is environmentally friendly and green brand equity in sustainability alliances with eco-certification agencies, recycling bodies,

sustainable cotton providers and community groupings can go a long way in garnering consumer loyalty. Such partnerships also enhance authenticity perceptions, alleviate greenwashing concerns, and increase consumers' willingness to buy alliance-branded products. Thus, the credibility of a sustainability partnership is a strategic intangible asset for a company, leading to strengthened brand reputation, consumer loyalty, and sustained competitive advantage through an enhanced green brand value and stakeholder trust.

2.1.2 Joint Environmental Innovation

Joint in environmental innovation is the mutual development, diffusion, and application of new or significantly improved products, processes, and technologies, or business practices whose use reduces environmental burdens by two or more partners in an alliance seeking to realize common ecological and competitive benefits. As opposed to the green innovation at the level of the firm, joint environmental innovation focuses on combining complementary resources, knowledge and capabilities of two or more organizations to develop solutions that have lower environmental impact and higher value to the market. The creation of shared R&D (SR&D) may, for instance, enable firms to exchange knowledge, transfer technology, jointly solve problems and develop new products, which is conducive to environmental and innovation capability of firms (Yao et al., 2021; Ling et al., 2025).

In the green brand alliance equity context, joint environmental innovation acts as a strategic tool that enables partners to collaboratively create a credible environmental value which differentiates their brands from the rest of the marketplace. Cooperative eco-innovation positively affects consumers' product quality perceptions, environmental responsibility and authenticity perceptions, which lead to increased green brand trust, brand equity, and green brand equity (Yao et al., 2021; Ly &Quy, 2026). Recent evidence also shows that environmental strategic alliances encourage green innovation through the transfer of environmental knowledge and increase in investments in sustainable technologies, and thus should end with better competitive and reputational results (Ling et al., 2025). Partnerships in sustainable fibre production, eco-friendly dyeing processes, textile recycling, use of renewable power and circular manufacturing can build green brand alliance equity by showcasing verifiable environmental engagement in the Nigerian textile and apparel sector. Therefore, collaborative environmental innovation will increase not only environmental performance, but also brand value, stakeholder trust, and long-term competitive advantage in sustainability-oriented industry.

2.2 Brand Value

The value of a brand is the financial and strategic benefit that a brand owner can achieve through the conversion of brand strength to cash flow, which can influence consumer choice, allow price premiums, increase loyalty, and positively impact the long-term financial performance of a firm (Salinas & Abril, 2026). When applied to green brand alliance equity, brand value is not limited to traditional financial measures, but now includes value associated with credible sustainability partnerships that enhance stakeholders' perceptions of environmental responsibility. Modern

branding theory argues that sustainability activities are only converted into valuable brand capital when they are seen as "real", transparent, and consistent with a firm's core values rather than symbolic greenwashing (Salinas & Abril, 2025).

In Nigerian textile and apparel, sustainable collaborations with environmentally friendly suppliers, recycling bodies, certification organizations, and environmental NGOs can enhance the brand value in terms of increasing the brand credibility, consumer trust, corporate image, and market positioning. These partnerships represent a firm's dedication to responsible production, circularity, and ethical sourcing which translates into increased customer purchase and brand advocacy. Sustainable partnerships also lead to better green brand equity which in turn leads to enhanced brand value through increased customer loyalty, perceived quality and positive brand association (Chen, 2010; Górska-Warsewicz et al., 2021). The latest reviews also stress that the value of a sustainability-influenced brand is created through both the perceptions of consumers and the measurable performance of the company, and therefore joint environmental actions are identified as strategic factors to gain competitive advantage in emerging markets. As a result, textile and apparel firms in Nigeria stand to gain in brand value by engaging in legitimate green alliances that produce permanent environmental, social and economic benefits. In essence, green brand awareness increases brand value by making consumers more familiar with and likely to recognize the brand's environmental attributes. As positive green brand image enhances brand value by creating favourable perceptions of the brand's environmental responsibility and credibility.Together, green brand awareness and green brand image strengthen consumer preference, loyalty, and perceived value, thereby increasing overall brand value.

2.2.1 Green Brand Awareness

Green brand awareness is the degree to which customers are able to identify and recall a brand's environmental commitments, sustainable practices, and eco-friendly product and service offerings as a factor in their purchasing decisions. It denotes the cognitive familiarity of customers with a brand's environmental character and is considered a core component in green brand equity (because it is needed for positive brand associations, trust and loyalty to exist) (Saeed et al, 2023). Studies also suggest that the more consumers knew a company's environmental efforts, the more they saw the brand as trustworthy, responsible, and set apart from competitors, adding strength to overall brand equity.

In the era of green brand alliance equity in the Nigerian textile and apparel industry, sustainability partnerships with eco-friendly suppliers, recyclers, certification bodies and environmental non-profits substantially contribute to raising green brand awareness as such partnerships convey valid environmental claims to stakeholders. These partnerships are ties that raise brand exposure with eco-labels, sustainability campaigns and more openness, and consumers are more apt to link the brand to environmental care. Recent literature suggests that green brand awareness is an important precursor to green brand equity as it enhances consumers'

environmental perceptions, mitigates skepticism, and promotes positive purchase intentions (Hue &Oanh, 2023; Dinh et al., 2023). Textile and clothing companies in Nigeria, therefore, can boost brand equity by capitalizing on sustainability alliances that enhance the consumers' perception of real green pueblos, and achieve competitive differentiation, customer retention and sustainable market performance.

2.2.2 Green Brand Image

Green brand image is a summary of what consumers are thinking and feeling about a brand's environmental responsibility and commitment to sustainable practices. That is, green brand image relates to the degree that consumers perceive a brand to have an environmentally friendly image in terms of its products, production, corporate principles and brand-related activities of sustainability (Tu et al., 2024). Within the green brand alliance equity lens, the green brand image thus constitutes a key element of brand equity, as believable sustainability alliances strengthen favorable environmental associations that differentiate brands in marketplace competition. Positive brand associations are a key driver of consumer brand evaluations, as well as overall brand value (Macías et al., 2024). The findings reveal that sustainability partnerships and environmental image have positive impacts on green brand image and that green brand image positively influences green brand trust, loyalty and overall brand equity (Tran, 2023).
Additionally, there is evidence from empirical studies that genuine green marketing practices, corporate social responsibility and sustainability communication also have a positive impact on the green brand image and consumers intention to purchase the green products (Jabeen et al., 2023; Dinh et al., 2023). Furthermore, green brand image has been shown to positively moderate brand loyalty through favourable consumer attitudes and 1long-term relationships with brands that consistently demonstrate environmental commitment (Watson et al., 2024). In the textile and apparel sector in Nigeria, sustainability collaborations with reputable environmental bodies, and certifying agencies can enhance the green brand image by building consumer trust in a company's environmental assertions, thus sustaining brand value, and competitive advantage.

2.5 Theoretical Review

2.5.1 Brand Equity Theory

Brand equity theory explains the value added to a product by the brand name, as strong consumer awareness, positive associations, quality perceptions and loyalty to the brand increase the firm's competitive advantage (Mahendra&Rahayu, 2026). In terms of green brand alliance equity, the theory holds that sustainability alliance partnerships enhance brand equity by linking textile and apparel brands to legitimate environmental and social responsibility programs. Partnerships with eco-certification organizations, recycling groups, and sustainability advocates produce positive green brand associations that build consumer trust and enhance perceived quality and loyalty, which in turn elevates brand equity (Salinas & Abril, 2026).

Recent research suggests that the concept of green brand equity builds on the traditional brand equity model by including environmental performance and commitment to sustainability as a

source of consumer preference and competitive advantage (Ly &Quy, 2026). Hence, it is predicted that Nigerian textile and apparel companies that form credible sustainability alliances have higher chances of raising green brand awareness, strengthening a positive green brand image, and reaping superior brand value through higher customer-based brand equity in mature markets that are becoming more environmentally friendly (Baca &Reshidi, 2025).

2.5.2 Resource-Based View (RBV)

The Resource-Based View suggests that firms can obtain a sustained competitive advantage if they can acquire and keep resources that are valuable, rare, difficult to imitate, and non-substitutable (VRIN) (Barney, 1991). Based on RBV in the context of green brand alliance equity, it is asserted that sustainability alliances are strategic intangible resources that enhance brand value through the integration of complementary environmental knowledge, innovation capabilities, and stakeholder credibility (Jain et al., 2024).

Through partnerships with eco-certification bodies, recycling partners and sustainability groups, Nigerian textile and apparel companies create distinctive green capabilities that are difficult for rivals to copy. These joint capabilities lead to green brand image, consumer trust, brand awareness and brand value enhancement (Magalhães& Saur-Amaral, 2024). Recent sustainability literature also theorizes those environmental capabilities within strategic alliances can provide firms with the means to establish superior green brand equity and long-term competitive advantage in increasingly sustainability-conscious markets (Jain et al., 2024).Thus, RBV is the best suited theory to explain how sustainability collaborations generate unique resources to enhance brand value within the Nigerian textile/apparel market (Barney, 1991; Magalhães

2.5.3 Signaling Theory

Signaling Theory describes the manner firms convey credible information to align interests and decrease information asymmetry between firms and stakeholders (Spence, 1973). In green brand alliance equity, sustainability collaborations are perceived as valid signals of a firm's real commitment to environmental responsibility, ethical production, and sustainable innovation. Partnerships with credible eco-certification bodies, environmental organizations, and circular economy networks add credence to green claims, and thus diminish consumer skeptics and enhance trust in the brand (Connelly et al., 2011).

To the Nigerian textile and apparel companies, these alliances serve as an indication of their superior environmental performance and sound business practices, which allow them to build a positive green brand image, increase brand awareness and perceived brand value (Lim et al., 2022). Recent research also indicates that strong sustainability signals positively affect consumers' purchase intentions and brand assessments, especially at times when the risk of greenwashing is high (Nguyen et al., 2024). Hence, the signaling theory offers a good

theoretical lens to describe the sustainability-based co-branding equity and long-term brand value creation in the context of sustainability alliances in Nigerian textile and apparel sector.

2.2 Conceptual Framework/Underpinning Theory

Brand Equity Theory is the most appropriate underpinning theoretical foundation for this study. The study specifically examines how the equity generated through green strategic alliances translates into brand value, making a theory centered on consumer perceptions, brand associations, awareness, perceived quality, and loyalty particularly relevant.

Brand Equity Theory explains that a brand's value is enhanced when consumers develop favourable associations, awareness, trust, and perceived quality toward the brand. In the context of green brand alliances, sustainability partnership credibility and joint environmental innovation can create positive environmental associations and strengthen the perceived uniqueness and credibility of the collaborating brands. These outcomes can subsequently enhance brand value through stronger consumer preference, loyalty, and willingness to support the brand.

Although the Resource-Based View (RBV) is relevant because sustainability partnerships and environmental innovation can provide valuable, rare, and difficult-to-imitate organisational resources and capabilities, RBV primarily explains how firms obtain and leverage strategic resources for competitive advantage. It is therefore less direct for explaining the specific mechanism through which green alliance-related perceptions generate brand value.

Brand Equity Theory therefore serve as the principal theory, because the dependent variable—brand value—is fundamentally concerned with the value created by favourable brand perceptions and associations. RBV and Signaling theoriesare complementary theory to explain how firms' alliance capabilities and environmental resources support the development of green brand alliance equity.

2.3 Conceptual Framework

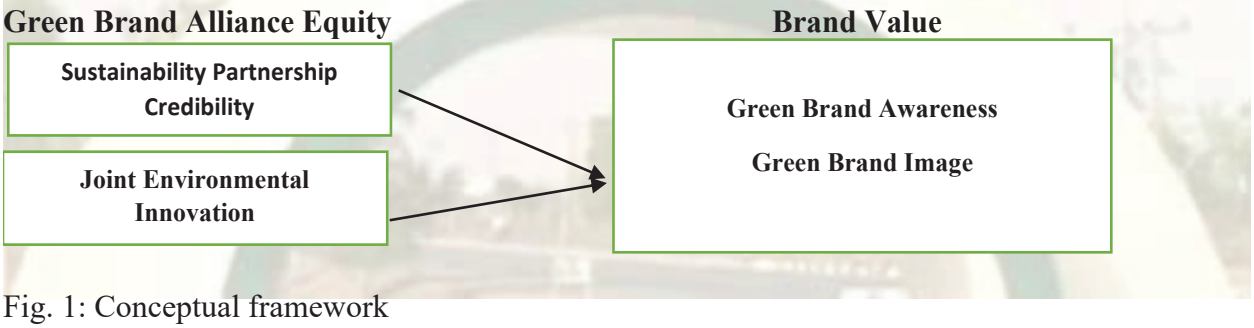


Fig. 1: Conceptual framework

Sources: Researcher's Conceptualization (2026)

The study's conceptual framework examines the strategic mechanism through which Green Brand Alliance Equity Influences Brand Value within the Nigerian textile and apparel industry. Grounded primarily in Brand Equity Theory and complemented by the Resource-Based View

(RBV) and Signaling Theory, the model posits that collaborative sustainability initiatives enhance financial and strategic brand outcomes by shaping positive consumer perceptions, trust, and market differentiation. The overarching predictor, Green Brand Alliance Equity, reflects the intangible added value a firm gain by establishing sustainability-oriented partnerships with external stakeholders, while the primary outcome variable, Brand Value, captures the resulting benefits in customer loyalty, corporate image, and competitive positioning.

The justification for the main components of Green Brand Alliance Equity lies in their ability to establish market legitimacy and operational differentiation. Sustainability Partnership Credibility is justified by Signaling Theory, which holds that partnering with reputable environmental NGOs, recycling bodies, and certification agencies sends authentic signals that reduce information asymmetry, lower consumer skepticism about greenwashing, and build core stakeholder trust. Meanwhile, Joint Environmental Innovation is justified through the Resource-Based View, as collaborative R&D in eco-friendly dyeing, sustainable fibers, and circular manufacturing combines valuable, rare, and complementary capabilities across organizations to create unique products that set partner brands apart from competitors.

Furthermore, brand value components rest on cognitive and affective consumer response mechanisms central to Brand Equity Theory. Green brand awareness serves as the initial cognitive component, justified by the requirement that consumers must easily recognize and recall a firm's eco-friendly practices before positive purchase behavior can occur. Building on this awareness, Green Brand Image represents the overall affective perception consumers form regarding a brand's environmental integrity, justified by its direct influence on long-term brand equity, favorable brand evaluations, and sustained consumer loyalty in increasingly conscious markets.

3. METHODOLOGY

This research makes use of a cross-sectional survey research design to investigate the impact ofgreen brand alliance equity on brand value within the Nigerian textile and apparel sector. Despite this, there is no national database on the exact number of managers and senior marketing staff in registered textiles and apparel manufacturing companies. As such, research normally approximates the population by the number of companies in the sampling frame. Thus, the population of interest is senior managers of marketing in registered textile and apparel manufacturing firms in Nigeria who have engaged in sustainability partnerships with stakeholders such as environmental agencies, certification bodies, recycling firms, and suppliers of sustainable materials, estimated be 1200 registered textile/apparel manufacturers (the accessible population).

Also, a structured questionnaire was administered to gather primary data on sustainability partnership credibility, joint environmental innovation, green brand awareness, green brand image, and brand value. To ensure measurement reliability as well as validity, a multi-item five-

point Likert scale was utilized, based on validated instruments applied in prior research. The respondentswere selected based on a proportionate sampling techniqueas the copies of the questionnaireswere distributed proportionately based on the size of the selected registered textile/apparel manufacturing companies, and the sample size was calculated through the application of Cochran formula for finite population and was equal to 291 at the confidence level of 95% and margin of error of 5%. A total of 274 questionnaires were completed and returned by the respondents and were subjected to inferential statistical testing through multiple regression analysis at 5% confidence level.

4. RESULTS AND DISCUSSION OF FINDINGS

4.1 Test of Hypothesis

Green brand Alliance has no significantly influence brandvalue in selected Nigerian textile and apparel Companies.

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.028[a]	.001	-.003	.35383	.001	.214	1	272	.644

a. Predictors: (Constant), Green Brand Alliance

The model summary suggests a correlation coefficient of R = 0.028, which shows the very weak positive association between green brand alliance and brand value. The value of R2 = 0.001 indicates that green brand alliance accounts for only 0.1% of variance in brand value, while the value of Adjusted R2 = -0.003 indicates that the predictive ability of the model is null.

Table 2: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.027	1	.027	.214	.644[b]
	Residual	34.053	272	.125		
	Total	34.080	273			

a. Dependent Variable: Brand value

b. Predictors: (Constant), Green Brand Alliance

The conclusion is also supported by the ANOVA. The regression results in an F value of 0.214 with a corresponding p-value of 0.644, which is far greater than the traditional level of significance of 0.05. The regression is neither significant statistically nor does the green brand alliance significantly predict the brand value amongst the sampled organization.

Table 3: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.454	.316		14.104	.000
	Green Brand Alliances	-.036	.077	-.028	-.463	.644

a. Dependent Variable: Brand value

The statistical analysis reveals that Green Brand Alliance has no significant impact on Brand Value in selected Nigerian textile and apparel companies, as evidenced by a non-significant regression model ($F(1, 272) = 0.214$, $p = 0.644$), an unstandardized coefficient that is not statistically distinct from zero ($B = -0.036$, $t = -0.463$, $p = 0.644$), and an explanatory power of just 0.1% ($R^2 = 0.001$, Adjusted $R^2 = -0.003$), leading to the acceptance of the null hypothesis.

Based on the empirical regression results, there is no statistically significant relationship between Green Brand Alliance and Brand Value among the selected Nigerian textile and apparel companies ($F(1, 272) = 0.214$, $p = 0.644$). The model demonstrates virtually no predictive capability ($R^2 = 0.001$, Adjusted $R^2 = -0.003$), indicating that green brand alliances account for only 0.1% of the variance in brand value, with the predictor coefficient ($B = -0.036$, $t = 0.463$, $p = 0.644$) failing to reach statistical significance. Consequently, the empirical evidence fails to reject the null hypothesis, concluding that Green Brand Alliance does not significantly influence Brand Value within the sampled organizations.These results imply that strategic correctness characterizes sustainability partnerships, but they are as yet not commensurate with quantifiable brand value in the Nigerian textile and apparel sector, possibly because of poor sustainability marketing communication, low consumer awareness, poor partnership credibility, or the relative infancy stage of sustainability uptake by firms.

5. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

The study opined that green brand alliance is not a significant predictor of brand value among Nigerian textile and apparel manufacturing firms. While sustainability collaborations are

generally acknowledged as strategic tools to enhance competitiveness and corporate reputation, the results provided empirically showed that these activities still have not led to the quantification of the brand value improvement. This indicates that the simple fact of collaborating on sustainability is not enough to shape consumer attitudes and brand success, unless partnerships are backed up by credible action, transparent communication about sustainability, continuous environmental innovation, and active stakeholder engagement. Consequently, if companies expect to gain concrete marketing and competitive advantages from the green partnership, the sustainability collaboration needs to be developed into a wider strategic branding campaign.

5.2 Recommendations

1. Sustainability partnerships for the textile and apparel companies need to be implemented by Managers at both middle and senior management levelsso as to increase its credibility and transparency, by way of third-party environmental certifications and public sustainability reporting.
2. Middle and seniorManagers are advised to dedicate resources to integrated sustainability communication campaigns to raise awareness and shape perceptions of the environmental actions of the firm among consumers.

3. Firms need to bring sustainability partnerships with the continuous innovation in green products and processes for a stronger competitive differentiation and brand equity.

4. Policy-makers and industry regulators need to offer incentives and supportive policies that facilitate genuine sustainability collaborations and disincentivize the practice of greenwashing.

5. Future research may investigate the mediating effects of green brand awareness, green brand image, consumers' trust and partner credibility, and utilize, longitudinal studies as well as cross-industry studies to further clarify the linkage between sustainability partnerships and brand equity.

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