

T.C.
ANTALYA BILIM UNIVERSITY
INSTITUTE OF POSTGRADE EDUCATION

BUSINESS ADMINISTRATION
MASTER'S THESIS

**IMPACT OF GREEN WORD OF MOUTH ON GREEN BRAND IMAGE, AND
CONSUMER'S PURCHASE INTENTIONS**

Saied Khalid SADAT

JUNE 2023

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This thesis was accepted by the jury (with unanimous vote / majority vote) on the date
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DECLARATION

Master thesis of this study named “Impact of Green Word of Mouth on Green Brand Image, and Consumer`s Purchase Intentions) which I presented, I declare that scientific moral principles were followed in the preparation of this study, in case of benefiting from the works of others, reference is made in accordance with scientific norms, no falsification has been made in the data used, and that any part of this study is not presented as another academic study.

07/ 06/ 2023

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Saied Khalid SADAT

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ABSTRACT

**IMPACT OF GREEN WORD OF MOUTH ON GREEN BRAND IMAGE, AND
CONSUMER`S PURCHASE INTENTIONS**

Saied Khalid SADAT

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This study examines the relationships between green word of mouth, brand image, and purchase intentions in the cosmetic sector in Antalya, Turkiye. The research findings highlight the significant impact of green word of mouth on both brand image and purchase intentions. A positive relationship was observed between green word of mouth, green brand image and green purchase intention, indicating that positive recommendations regarding environmentally friendly cosmetic products contribute to the overall perception and reputation of brands.

Furthermore, the study revealed a strong correlation between brand image and purchase intentions. Consumers were more inclined to purchase cosmetic products from brands with a positive environmental image, demonstrating the influence of brand reputation on consumer behavior. The mediating role of brand image was also evident, as it partially mediated the relationship between green word of mouth and purchase intentions. This suggests that a positive brand image acts as an intermediary factor, translating promising word-of-mouth into higher purchase intentions. This study acquired primary data from 274 consumers of cosmetic products through an online survey and data were analyzed in SPSS 27 and SPSS AMOS 24 for structural equation modeling SEM.

Based on study findings, it is crucial for companies in the cosmetic sector to prioritize green practices. Maintaining a strong brand image through authentic sustainable initiatives can enhance customer inclination to produce their satisfaction level through positive feedback and recommending to others that drives them to higher purchase intentions. On the contrary, companies should be careful of negative practices since there is a direct and indirect relationship between green word of mouth, green brand image and green purchase intention.

KEYWORDS: green products, green cosmetics, green word of mouth, green brand image, green purchase intentions

COMMITTEE: Asst. Prof. Dr. Cem KARAYALÇIN

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ÖZET

YEŞİL AĞIZDAN AĞZI KELİMELERİN YEŞİL MARKA İMAJI ÜZERİNDEKİ ETKİSİ VE TÜKETİCİNİN SATIN ALMA NİYETLERİ

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Bu çalışma, Antalya, Türkiye'de kozmetik sektöründe ağızdan ağza iletişim, marka imajı ve satın alma niyetleri arasındaki ilişkileri incelemektedir. Araştırma bulguları, yeşil ağızdan ağza iletişimin hem marka imajı hem de satın alma niyetleri üzerindeki önemli etkisini vurgulamaktadır. Yeşil ağızdan ağza iletişim, yeşil marka imajı ve yeşil satın alma niyeti arasında pozitif bir ilişki gözlenmiş, bu da çevre dostu kozmetik ürünlerle ilgili olumlu tavsiyelerin markaların genel algısına ve itibarına katkıda bulunduğunu göstermektedir.

Ayrıca araştırma, marka imajı ile satın alma niyeti arasında güçlü bir ilişki olduğunu ortaya koydu. Tüketiciler, olumlu bir çevresel imaja sahip markalardan kozmetik ürünleri satın almaya daha meyilliydi, bu da marka itibarının tüketici davranışları üzerindeki etkisini gösteriyor. Çevreci ağızdan ağza iletişim ve satın alma niyeti arasındaki ilişkide kısmen aracı olduğu için marka imajının aracı rolü de belirgindi. Bu, olumlu bir marka imajının, umut verici ağızdan ağza sözleri daha yüksek satın alma niyetlerine çevirerek aracı bir faktör olarak hareket ettiğini göstermektedir. Bu çalışma, çevrimiçi bir anket yoluyla 274 kozmetik ürün tüketicisinden birincil veriler elde etti ve veriler, yapısal eşitlik modellemesi SEM için SPSS 27 ve SPSS AMOS 24'te analiz edildi.

Araştırma bulgularına göre kozmetik sektöründeki şirketlerin yeşil uygulamalara öncelik vermesi çok önemli. Otantik sürdürülebilir girişimler aracılığıyla güçlü bir marka imajını sürdürmek, olumlu geri bildirimler ve onları daha yüksek satın alma niyetlerine yönlendiren başkalarına tavsiye etme yoluyla memnuniyet seviyelerini oluşturmak için müşteri eğilimini artırabilir. Aksine, yeşil ağızdan ağza iletişim, yeşil marka imajı ve yeşil satın alma niyeti arasında doğrudan ve dolaylı bir ilişki olduğu için şirketler olumsuz uygulamalara karşı dikkatli olmalıdır.

ANAHTAR KELİMELER: yeşil ürünler, yeşil kozmetikler, yeşil ağızdan ağza iletişim, yeşil marka imajı, yeşil satın alma niyetleri

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1. INTRODUCTION

1.1 Background of Study

In recent years, the increased recognition and concern for protecting the environment have resulted in a significant surge in the demand for environmentally friendly products. Green products are specifically designed, manufactured, and distributed in ways that minimize their negative impact on the environment throughout their entire lifecycle. As consumers become more mindful of the environmental consequences associated with their purchasing choices, comprehending the factors that influence their preference for green products has become a central focus of research in the fields of marketing and consumer behavior. Numerous studies have delved into investigating the motivations and influences that drive consumers towards choosing green products. Factors such as environmental consciousness, eco-labeling, and the perceived eco-friendliness of products have been identified as crucial determinants of consumer behavior in this realm (D'Souza et al., 2007; Majeed et al., 2022; Vermeir & Verbeke, 2006). These factors play a significant role in shaping consumer attitudes, perceptions, and purchase intentions regarding green products.

Furthermore, the impact of social factors and subjective norms on green product adoption has also been examined. Peer influence, social norms, and environmental awareness campaigns have been found to significantly affect consumers' willingness to choose green alternatives (Carrington et al., 2014). The power of word of mouth (WOM) and social media in disseminating information and shaping consumer opinions about green products has also been acknowledged (Dobele et al., 2007; v. Wangenheim & Bayón, 2004).

Green word of mouth (WOM) is gaining increasing attention as a critical factor in shaping consumer behavior towards environmentally friendly products. With growing environmental concerns and a rising demand for sustainable options, understanding the impact of green WOM on green brand image and consumer purchase intentions has become a significant area of research in marketing. WOM, the spread of information and opinions through personal communication channels, has long been recognized as a powerful influencer of consumer decisions. Green WOM specifically refers to the transmission of positive or negative information about eco-friendly products or brands among individuals. The influence of green WOM extends beyond traditional advertising and marketing efforts, as consumers tend to place more trust in recommendations from their peers when it comes to environmentally conscious choices. According to studies, green WOM may significantly influence a brand's reputation and customers' buying intentions. For instance, (Nahar & Silintowe, 2021) found that the company's image substantially affects how much the green marketing function influences consumers' intentions to purchase. According to (Jasin, 2022)), electronic word-of-mouth and (WOM) social media marketing significantly influence SME products' brand perception and purchase intention. Additionally, (Kala & Chaubey, n.d.) discovered that eWOM communication positively impacts brand perception and buying intent for lifestyle goods in India. Similarly, (Ai Chin Nur Ain Nasyazwanie Salimi Zuraidah Sulaiman et al., 2018) found that brand image substantially affected consumers' decision to purchase Grab. Green perceived risk, value, and skepticism are other elements that may influence green

WOM. (García-Salirrosas & Rondon-Eusebio, 2022) discovered that green marketing strategies connected to essential aspects of consumer purchasing behavior, such as green perceived risk, value, and skepticism, can significantly affect green purchase intention.

To achieve this goal, this paper will conduct a comprehensive review of relevant literature, focusing on key variables such as green brand image, green WOM, and green purchase intentions. By thoroughly analyzing the existing literature, this research aims to provide valuable insights into how businesses can effectively leverage green WOM to enhance their brand image and increase customer purchase intentions. Furthermore, this study argues that green WOM has a positive influence on customer purchase intentions and the perception of the green brand. However, it also acknowledges that there may be certain conditions or circumstances that can mediate this relationship. By identifying these mediating factors, businesses can better understand how to optimize their green marketing strategies and tailor their approaches to specific consumer segments.

In conclusion, this research contributes to the understanding of the impact of green WOM on brand image and purchase intentions. The findings of this study can provide valuable guidance for individuals, employees, and professionals seeking to develop their careers in the field of green marketing and sustainability.

1.2 Statement of the Research Problem

This context revolves around understanding the impact of green word-of-mouth (WOM) on green brand image and consumer purchase intentions. As the demand for environmentally friendly products grows and consumers become more conscious of the environmental consequences of their choices, it is essential to explore the factors that influence their preference for green products. While previous studies have investigated motivations and influences, there is a need to specifically examine the role of green WOM in shaping consumer behavior. Additionally, identifying the social factors, subjective norms, and environmental awareness campaigns that influence green product adoption can further enhance our understanding of consumer decision-making. The research aims to investigate the influence of green WOM, social media, and subjective norms on consumers' brand perception and purchase intentions regarding green products. By conducting a comprehensive literature review and identifying mediating factors, this study will provide insights on how businesses can effectively utilize green WOM to improve their brand image and increase customer purchase intentions in the context of green marketing and sustainability.

1.3 Research Objectives

Following research objectives aim to contribute to the understanding of the impact of green WOM on brand perception and consumer behavior, providing insights that can inform marketing strategies and initiatives related to green products and sustainability.

- To examine the influence of green word-of-mouth (WOM) on green brand image: This objective involves investigating how positive or negative WOM regarding eco-friendly products or brands impacts consumers' perceptions of the brand. The research aims to understand the extent to which green WOM contributes to

shaping the brand image and reputation in the context of environmentally friendly products.

- To explore the impact of green WOM on consumer purchase intentions: This objective focuses on understanding the relationship between green WOM and consumers' intentions to purchase green products. The research aims to determine the extent to which green WOM influences consumers' buying decisions and their likelihood of choosing environmentally friendly options.
- To identify mediating effects in the relationship between green WOM, brand perception, and purchase intentions: This objective involves examining potential factors that may influence the strength or direction of the relationship between green WOM and consumer behavior.

1.4 Research Questions

By addressing the following questions, the study can uncover valuable insights into the dynamics of green WOM, its impact on brand image and purchase intentions, and the factors that may influence this relationship.

1. Does green word-of-mouth (WOM) influence the brand image of eco-friendly products?
2. What is the impact of green WOM on consumer purchase intentions for green products, considering factors such as social media influence, and advertisement?
3. Does brand image mediate the relationship between green WOM, and purchase intentions in the context of green products?

1.5 Rationale for the Study

The aim of the study is to address several important factors. First, the growing demand for environmentally friendly products is due to increased awareness and concern about environmental sustainability. This offers companies a valuable opportunity to meet consumers' preferences. To effectively use this demand, it is necessary to understand factors that affect consumer preferences for green products, such as the influence of green word of mouth (WOM). Secondly, the brand image plays an important role in consumer decisions. A positive brand image leads to a higher desire for purchase, and a negative image can reduce the number of consumers. Therefore, it is important to examine the impact of green WOM on brand image and purchasing intentions to develop effective marketing strategies in line with consumers' environmental concerns. Furthermore, the power of oral language and social media cannot be overlooked. Words of mouth have long been recognized as a powerful influence on consumer decisions, and with the advent of social media, their impact has expanded further. It is therefore important to examine the role of Green WOM and social media in the dissemination of information and the formation of consumer opinions about green products. Finally, the research is aimed at answering growing demand for green products, the importance of brand awareness and buying intentions, social factors and subjective norms, and the power of mouth and social media. By exploring these factors and filling research gaps, the findings of this study will

help companies develop effective marketing strategies that improve brand recognition and promote consumer purchases in the context of green products and sustainability.

1.6 Scope of the Study

The scope of the study encompasses several key aspects related to green products, consumer behavior, and marketing strategies. Specifically, the study focuses on:

- Green Products: The study examines the demand for environmentally friendly products and the factors that influence consumers' preference for green products.
- Green Word-of-Mouth (WOM): The study investigates the role of green WOM, which refers to the transmission of positive or negative information about eco-friendly products or brands among individuals.
- Brand Image and Purchase Intentions: The study examines the impact of green WOM on brand image and purchase intentions.
- Research Gap and Contribution: The study identifies a research gap in the existing literature, specifically regarding the impact of green WOM on brand perception and purchase intentions. It aims to contribute to the knowledge base by conducting a thorough review of relevant literature and identifying factors that can optimize green marketing strategies in the cosmetics sector.

1.7 Limitation of the Study

While conducting this study, several limitations is being acknowledged as follow:

- Generalizability: As this study is conducted in Antalya Turkiye and in the context of cosmetic sector it is impossible to generalize in other areas and industries.
- External Factors: The study may not account for external factors that could influence consumer behaviors and perceptions of green products. Such as, economic conditions, marketing campaigns, and other environmental factors beyond the scope of the study could impact participants' responses.
- Limited Variables: Although the study focuses on key variables such as green WOM, brand image, and purchase intentions, there may be other relevant factors that influence consumer behavior in the context of green products.
- Sampling Bias: This study has considered convenient non-probability sampling method, through online survey. Participants who choose to respond may have different characteristics or perspectives compared to those who do not participate, resulting in a non-representative sample.
- Reporting Bias: The study relies on survey, which are subject to respondents' interpretation and potential biases. Participants may provide socially desirable responses or inaccurately recall their attitudes and behaviors, leading to potential measurement errors.

2. LITERATURE REVIEW

2.1 Chapter Overview

This chapter contains the explanation of the basic terms and concepts used in this work. The terms included are green word of mouth, brand image, and purchase intentions. In addition, this chapter explores the relevant literature and research theories to support the study and to investigate the relationships between the variables mentioned.

2.1.1 Green Cosmetics

Green Cosmetics represents an innovative concept, embracing sustainability and eco-friendliness is not just a fundamental requirement, but also a promising prospect for both businesses and consumers (Vincent, 2012). The term "green" has now become interchangeable with terms like "organic," "sustainable," or "healthy." It is evident that the idea of "Going Green" has gained significant attraction due to concerns about climate change, global warming, and environmental issues. (Santos F Bruno, 2015).

Over time, consumers have become more environmentally conscious, which has influenced their purchasing behavior in the cosmetics industry. Their mindset is shifting towards embracing a healthy lifestyle and maintaining a clean environment. They now prioritize products that are healthy, safe, and free from harmful chemicals. The degradation of the environment has heightened consumer awareness of the importance and necessity of purchasing green products. (Luck, Edwina, M, & Ginanti, 2009).

The history of cosmetics has evolved alongside human civilization, starting from the early days of relying on fishing, hunting, and superstitions. As society developed, the focus shifted towards medicine and pharmacies, and cosmetics adapted accordingly. However, the origins of cosmetics practically can be traced back to ancient Egypt, where they were primarily used for hygiene and health benefits. However, the use of cosmetics for healthcare and anti-aging purposes is a relatively recent development. The term "cosmeceuticals," which combines "cosmetics" and "pharmaceuticals," was created by Albert Kligman in 1984 to describe products that offer both cosmetic and therapeutic value. In ancient times, during the Antiquity Age, people relied on natural elements like water, salts, metals, and plant and animal extracts for their healthcare and cosmetic needs (Amberg & Fogarassy, 2019).

The practice of testing cosmetic products on animals became widespread in the 1920s to assess the toxicity of various ingredients used in industries like cosmetics, pharmaceuticals, chemicals, and medicine. However, it's important to note that animal experimentation, or vivisection, has been practiced since the 17th century. In 1933, a woman went blind and died after using mascara called 'Lash Lure' containing a highly toxic substance called paraphenylenediamine. This incident highlighted the need for regulations to ensure public safety by analyzing the ingredients used in cosmetic products. Consequently, various governmental Acts were formulated, such as the Federal Food, Drug, and Cosmetics Act (FDCA) passed by the Food and Drug Administration (FDA) in 1938, to regulate cosmetic product safety in the United States. Similarly, other countries also recognized the importance of addressing safety concerns and developed their own governmental regulations. Animal testing is commonly believed to be the best way to evaluate the effects of potentially toxic ingredients in cosmetic products. Various procedures are involved in testing cosmetics on animals, including testing finished products, testing ingredients or combinations of ingredients, outsourcing testing to third-

party organizations, or using subsidiary companies in countries where animal testing is not banned.

In modern times, the cosmetics industry has undergone significant changes, becoming highly competitive and global, with a strong emphasis on quality, efficiency, and safety. Consumers have become more discerning, leading to increased importance placed on scientific research and product development by manufacturers. Moreover, consumers are now well-informed about environmental protection and sustainability, including issues related to animal welfare and the impact of cosmetic ingredients on the environment. Consequently, new cosmetic ingredients are required to meet environmental protection standards. Researchers have demonstrated the positive effects of various substances on skin health, either through their mechanisms of action or their functions. Animal and clinical research data have been primarily used to determine the biological and medicinal effects of substances such as collagen, ceramide, beta-carotene, astaxanthin, coenzyme Q10, colostrum, zinc, and selenium. The latest trends in cosmetic development revolve around the study of natural ingredients that have anti-aging properties and can help combat skin aging (Amberg & Fogarassy, 2019).

The existing environmental challenges serve as incentives for consumers, motivating them to purchase environmentally friendly products. Green or natural products are created according to ecological standards and continuously improved in that regard. These products offer several benefits, such as reduced water, material, and energy consumption during production, minimal or no pollution to natural environments, and packaging that is recyclable (Chin et al., n.d.; Zappelli et al., 2016). Green cosmetics, sometimes referred to as organic cosmetics, should not be confused with each other. Organic cosmetics have more stringent definitions and can pose significant challenges when it comes to their sale in consumer systems, such as storage and expiration. This is because organic cosmetics need to ensure maximum environmental efficiency, stability, and safety (Chin et al., n.d.). Green cosmetics are diverse products that encompass various aspects, primarily focusing on environmental preservation, pollution reduction, responsible utilization of non-renewable resources, and protection of wildlife and biodiversity. These products, categorized as green or environmentally friendly, are typically considered non-harmful to natural resources and renewable. They can be used without causing harm to the environment. Green cosmetics are primarily composed of natural ingredients, including plant extracts and concentrates derived from fruits (Lin et al., 2018).

2.1.2 Green Marketing:

According to the American Marketing Association (Kotler, 2011-2013), Green marketing refers to the promotion and selling of products that are believed to be environmentally friendly. It encompasses various actions, such as modifying products, making changes to the production methods, adjusting packaging, and adapting advertising strategies. The terms "Environmental Marketing" and "Ecological Marketing" are often used interchangeably with green marketing to convey the same concept. (Kotler, 2011-2013). "Green Marketing" is a comprehensive marketing approach that focuses on ensuring minimal harm to the environment throughout the entire lifecycle of a product, including production, marketing, consumption, and disposal. Terms like recyclable, natural-derived, ozone-friendly, paraben-free, and phosphate-free are indicative of the principles and practices associated with green marketing. (Santos F Bruno, 2015).

Therefore, promoting green marketing is crucial for both the well-being of individuals and the balance of the environment. The initial documentation of consumer behavior towards eco-friendly choices was recorded in 1970, and ever since then, consumer attitudes towards a wide range of green products have been on the rise. (Saleki, 2012). The global interest in green cosmetics is steadily increasing due to growing concerns about the environment, animal welfare, health, and hygiene. Various definitions highlight the concepts of "green," "natural," "organic," or "bio cosmetics," while others emphasize the rising popularity of green cosmetics and the growing trend of online shopping among consumers. (Sharma R., 2014). It is imperative that we modify our present culture of consumption before our valuable resources are exhausted and embrace innovative biotechnology to attain an environmentally sustainable economy for future generations. (Hunter, 2013). The adoption of green marketing by companies is a strategic decision that not only attracts environmentally conscious consumers but also ensures their long-term loyalty and retention. (Trivedi, 2015). Green marketing plays a crucial role in addressing environmental challenges and disruptions. Numerous companies employ green marketing to demonstrate their commitment to sustainability and the planet. Therefore, prioritizing and fulfilling the needs and desires of consumers is of utmost importance to attain maximum profits through innovative approaches. (Kapoor et al., 2019)

2.1.3 Green Word of Mouth

Word-of-mouth (WOM) marketing is one way the green brand image may affect consumers' intentions to purchase. WOM is a potent marketing tactic that uses testimonials and personal recommendations to advertise a good or service. Positive WOM may boost a brand's reputation and generate attention, which increases sales. (Setiawan, 2018) study suggests that a positive green brand image can improve the impact of WOM on purchase intentions. Consumers are more inclined to believe and abide by advice from sources they believe to be environmentally conscious. Positive WOM regarding a business's goods or services is more likely to impact consumers' purchase intentions if that brand is considered environmentally friendly. He discovered that positive WOM considerably influenced purchase intentions for low-cost green cars, with the green brand image partially mediating. This suggests that a robust green brand reputation can improve WOM's influence on customers' purchase intentions. If customers feel that a business is environmentally conscious, they are more likely to believe and follow the recommendations of other environmentally conscious customers.

Sustainable consumerism has been gaining significant attention due to the increasing awareness of the negative impact of human activities on the environment. As a result, consumers increasingly seek products and services that align with their environmental values, leading to the popularity of green marketing. Green marketing involves promoting eco-friendly goods and services using various tactics, such as eco-certification, eco-labelling, and green advertising. Green word-of-mouth (WOM) is another tactic commonly used in green marketing. It involves spreading positive experiences and opinions about environmentally friendly products and services among customers. Many studies have explored the effects of green WOM on consumers' perception of green brands and their intention to purchase green products. Specifically, (Chahal et al., 2022) research showed that e-WOM significantly positively impacts brand equity and purchase intention for green products in the retail industry. This suggests that when customers

receive positive recommendations from other consumers, they are more likely to purchase environmentally friendly items.

As environmental issues increase, consumers will likely be aware of their shopping decisions' impact on the environment, resulting in a significant demand for green products. As a result, businesses are using a variety of tactics to attract environmentally conscious customers, and digital marketing, including e-WOM, is one such strategy that can target a wider audience and influence their purchasing decisions. (Alwan & Alshurideh, 2022) conducted a study to examine the impact of digital marketing on green purchase intentions, with brand equity as a mediating factor. Their findings revealed that brand equity mediates the positive influence that digital marketing has on consumers' intentions to purchase green products. In addition, the study indicates that a strong brand reputation and image can enhance the impact of digital marketing on consumers' green purchase intentions. Therefore, this study emphasizes the importance of developing a solid green brand image to increase the effectiveness of digital marketing campaigns.

The effect of electronic word-of-mouth (e-WOM) on brand image and purchase intention for lifestyle items in India was investigated in a study by (Kala & Chaubey, 2018). The study's results showed that e-WOM had a favorable impact on brand image and purchase intention, indicating that effective promotion of a business's eco-friendly goods or procedures through e-WOM can boost the green brand's reputation and increase consumer purchase intentions. This study suggests that e-WOM can be crucial in building and strengthening a company's green brand image, especially in emerging markets where eco-friendly products and practices are gaining popularity. (G. Li et al., 2021) studied the relationship between green brand image and consumers' purchase intentions toward sustainable fashion products. The results revealed that green brand image had a notable impact on consumers' purchase intentions, and this influence was mediated by their environmental consciousness and perceived value of the product. To put it differently, research studies show that a positive green brand image can influence consumers' purchase decisions for sustainable fashion products. This effect is partially explained by their environmental consciousness and the product's perceived value. Suggesting that a company's green brand image can positively influence consumers' purchase intentions towards sustainable fashion products and that perceived product value and environmental consciousness are essential factors that mediate this relationship.

The study conducted by (Pradana et al., 2021) examined the controlling effect of SERVQUAL (Service Quality) on the relationship between product quality, e-WOM, brand image, and e-commerce intention to buy. The findings indicated that SERVQUAL has a positive influence on e-commerce intention to buy, and it also reduces the association between e-WOM and brand image. The quality of customer service provided by an e-commerce platform can amplify the impact of effective consumer communication regarding environmentally friendly products or practices of a company on consumers' attitudes and purchase intentions towards green products. The SERVQUAL tool is commonly employed to assess service quality, and it comprises five dimensions: reliability, assurance, tangibles, empathy, and responsiveness (Berry et al., 1988). These dimensions help evaluate the quality of service an e-commerce platform provides, including the website's ease of use, customer support responsiveness, and product delivery quality. Green WOM shapes consumer attitudes towards eco-friendly products

and a company's environmental efforts. Consumers with positive experiences with environmentally friendly products or business activities are more likely to engage in green WOM, which can further promote the company's brand image and increase consumers' proclivity to make green purchases. The impact of green word-of-mouth (WOM), brand equity, and purchase intention in emerging countries was investigated by (Majeed et al., 2022) in their study. The results demonstrated that green WOM had a significant positive effect on both brand equity and purchase intention. These findings imply that businesses can utilize green WOM to boost brand equity and enhance customer purchase intentions for eco-friendly products.

In a study by (*Mansoor and Noor, 2019*), the authors investigated the influence of green WOM on the connection between green brand image and green purchase intentions. The findings indicated that favorable green WOM reinforces the relationship between green brand image and green purchase intentions. Moreover, the study also revealed that green WOM had a significant effect on green purchase intentions. These results suggest that green WOM plays a crucial role in driving consumers' intention to purchase environmentally friendly products, and it can further amplify the impact of green brand image on their purchase behavior. This implies that green WOM can be a valuable tool for companies to increase their green brand image and customers' preferences to make green purchases. In addition, companies can also leverage Green WOM to enhance their reputation as a green brand and improve customers' propensity to make green purchases. One approach that businesses can take to enhance their green brand image and boost consumers' green purchase behaviors is by prompting contented customers to share their affirmative encounters with eco-friendly products or business practices on various communication channels, including social media platforms. This can increase visibility and stimulate interest in the company's environmentally friendly products or activities, ultimately strengthening the company's green brand image and encouraging more consumers to make green purchases.

The study by (*Liao et al., 2020*) clarifies the crucial role eco-friendly marketing and psychological advantages may play in determining how the spread of green WOM affects customers' eco-friendly attitudes and purchase intentions. The study found that customer views about becoming green, as well as their purchasing intentions, were significantly impacted by green WOM. This implies that strong green word-of-mouth (WOM) can substantially affect how customers perceive and behave toward green products. Furthermore, the study revealed that green marketing and psychological benefits partially mediated the association between green WOM and customers' green attitudes, values, and purchase intentions. This highlights the importance of promoting the psychological advantages of green products and engaging in effective green marketing to enhance the impact of green WOM on consumers' attitudes and purchase intentions. By doing so, companies may increase their chances of influencing customers to make environmentally friendly purchase decisions.

These findings underline how crucial it is to consider characteristics that may influence green buying intentions and any potential mediating impacts of other variables. Businesses may take advantage of these results by creating robust marketing plans that highlight their environmental policies, improve the calibre of their services, and create positive word-of-mouth. Additionally, these studies recommend that businesses make and

advertise their green marketing mix, which includes products, pricing, promotions, and locations. For instance, (Munamba & Nuangjamnong, 2021) discovered that the green product, price, promotion, and site are the key factors of a green marketing mix's influence on green purchase intention. Companies may improve their green marketing mix by highlighting the advantages of their eco-friendly products, providing competitive pricing, utilizing successful green promotional tactics, and making their products simple for customers.

For instance, a business may persuade customers to value its products more and enhance their propensity to make a green buy by emphasizing the environmental advantages of its products in its marketing efforts. Similarly, highlighting the psychological benefits of using eco-friendly items, such as feeling good about helping the environment, can boost customers' favorable sentiments about them and improve their purchase propensity. (Liao et al., 2020) discovered that businesses could enhance the impact of green WOM on customers' green attitudes and purchase intentions by emphasizing the emotional and ecological benefits of their products and implementing effective green marketing strategies. This highlights the importance of developing a comprehensive green marketing plan considering the various factors influencing customers' perceptions and behaviors regarding green products.

2.1.4 Green Brand Image

The concept of green brand image has been recognized as a significant factor that affects consumers' attitudes and Behavior towards environmentally friendly products. A brand's green image is a perception of its environmental policies and practices, which consumers use to evaluate its credibility and trustworthiness. According to studies, a positive green brand reputation may significantly affect how customers view eco-friendly products and their propensity to buy them. In order to better understand how customers' choices for green products might be influenced, (Ai Chin Nur Ain Nasyazwanie Salimi Zuraidah Sulaiman et al., 2018) looked at the automobile sector. The study found that green brand image had a significant effect on consumers' purchase intentions and that the perceived environmental performance of the brand mediated this relationship. This implies that a company's green brand image is crucial in determining consumers' purchase intentions towards environmentally friendly products, especially in industries where environmental performance is vital.

"Green brand image" describes how customers see a company's environmental policies. Consumers that care about the environment are more inclined to patronize businesses with a solid green brand image. According to numerous research, a green brand's perception influences consumers' inclinations to make green purchases. For example, in a study conducted by (Setiawan, 2018) the author found that the relationship between word-of-mouth (WOM) and the intention to buy affordable, environmentally friendly vehicles is partially mediated by the green brand image. Similarly, (Liao et al., 2020) reported that the link between green WOM and green purchase intentions is partially mediated by the psychological benefits of adopting eco-friendly practices and green marketing. These findings suggest that the green brand image plays a crucial role in linking WOM and green purchase intentions. Furthermore, psychological benefits and green marketing also contribute to shaping consumers' green purchase behavior. According to these findings, businesses may influence customers' intentions to buy green

products by enhancing their brand image through successful green marketing techniques and good word-of-mouth (WOM).

The value a brand gives to a product above and beyond its practical features is known as brand equity, which is a crucial marketing term (Keller, 1993). Brand equity is the intangible value a brand brings to a product by favorably influencing people's perceptions of it. Consumers are more likely to adopt favorable views and show loyalty to a company with a high brand equity because they are viewed as more trustworthy and reliable. Brand equity can be influenced in the context of green marketing by several variables, including the product's quality, the company's track record for environmental responsibility, and the perceived social and environmental benefits of purchasing the product (Delgado-Ballester & Munuera-Aleman, 2001).

The company's reputation for environmental stewardship is one of the significant variables affecting brand equity in green marketing. Consumers are likely to understand how their purchases affect the environment and are more inclined to adopt favorable opinions of companies that are seen as environmentally conscious. Companies with a strong reputation for environmental responsibility, such as using sustainable materials or reducing their carbon footprint, are more likely to attract consumers looking for environmentally friendly products. Another factor that can influence brand equity in the context of green marketing is the quality of the product. Customers will likely enjoy brands with high-quality goods that satisfy their requirements and expectations. In the framework of green marketing, premium goods satisfy customer wants while being ecologically responsible. Therefore, high-quality green product providers are more likely to gain a favorable reputation and boost brand equity.

Considering the context of green marketing, brand equity may also be influenced by the perceived social and environmental advantages of purchasing the product. For example, when a company supports local communities or reduces trash, consumers will likely acquire favorable sentiments toward it. Therefore, brands that can provide these advantages are more likely to draw customers searching for goods with favorable social and environmental effects. The findings of the study by (Alwan & Alshurideh, 2022) imply that a favorable brand perception of green products might increase the impact of digital marketing on consumers' intentions to make green purchases. Customers who believe a brand has substantial brand equity are more inclined to accept the company's environmental promises and think the product will have the desired environmental effects. Additionally, clients with a favorable opinion of the brand are more inclined to spread the word about it favorably, which can further boost the brand's image and raise buy intent among prospective customers.

2.1.5 Green Purchase Intentions

Consumers' readiness to buy environmentally friendly goods or goods from businesses that promote sustainability is called their "green purchase intentions." Some elements, such as green WOM and brand image, have influenced consumers' intentions to make green purchases. For instance, (Mansoor and Noor, 2019) discovered that favorable Word of Mouth mediates the association between purchase intentions and green brand image. In addition, (Guerreiro & Pacheco, 2021) found that green trust and brand engagement partially mediated the link between green WOM and green purchase

intentions. These findings suggest that businesses can shape consumers' green purchasing intentions by cultivating positive Word-of-Mouth and building a robust green brand image that fosters trust and engagement.

Green purchase intention is an essential aspect of sustainable consumption behavior. Consumers' intention to purchase environmentally friendly products is influenced by various factors, including personal attitudes, values, social norms, and perceived benefits and costs (Wijekoon & Sabri, 2021) In recent years, the role of green WOM in shaping consumers' purchase intention for eco-friendly products has been widely studied. (Pant et al., 2021) investigated the impact of e-WOM on green purchase intention and how consumers' level of green knowledge influences it. The results showed that e-WOM positively impacts green purchase intention, which is more significant for consumers with a higher level of green knowledge. This implies that green WOM can effectively increase green purchase intention, particularly for consumers with a deeper understanding of environmental issues. The authors suggest that companies can leverage this finding by encouraging satisfied customers to share their positive experiences with their network and by providing information about the environmental benefits of their products to consumers

(Wijekoon & Sabri, 2021) conducted a study that explored the factors that impact green product purchase intention and behavior. The study identified several vital determinants: environmental concern, perceived value, trust, and perceived behavioral control. These factors were found to play a significant role in shaping consumers' intentions to purchase environmentally friendly products. Understanding these determinants can help companies develop effective marketing strategies and communication campaigns that resonate with consumers and promote sustainable purchasing behaviors. For example, environmental concern refers to the extent to which consumers are concerned about environmental issues, while perceived value refers to the perceived benefits of purchasing environmentally friendly products. Perceived trust refers to the trust consumers have in the environmental claims companies make. In contrast, perceived behavioral control refers to how consumers feel they have control over their behavior. These determinants can be used to develop a guiding framework for businesses to promote green products and increase green purchase intention. Perceived risk is another factor that can influence green purchase intention. Consumers often perceive green products as more expensive or less effective than their conventional counterparts. This perception can be a barrier to green purchase intention. Therefore, companies can leverage green WOM to address consumers' concerns about the perceived risk of green products. The way a person feels about something generally is referred to as their attitude. An increased desire to buy green items might come from having a positive attitude. Businesses may employ green WOM to foster a favorable perception of their green products. Consumers' subjective norms, which include social expectations and the influence of essential persons like family, friends, and coworkers, may also be influenced by green WOM.

The word "perceived behavioral control" relates to a person's imprint of how easy or hard it is to carry out a behavior. Although there may be impediments, such as a need for access or information, consumers may be eager to buy green items. Green WOM can remove these obstacles by giving consumers the information they need. Environmental awareness and concerns play a significant role in determining whether someone will make a green purchase. Consumers who are more environmentally conscious and knowledgeable about environmental issues are likelier to have a higher green purchase intention. Companies

can use green WOM to increase consumers' ecological knowledge and concern, leading to higher green purchase intention.

The effect of digital marketing on purchase intention was examined by (Alwan & Alshurideh, 2022), and they found that brand equity plays a mediating role. The study concluded that digital marketing, including e-WOM, positively impacts the intention to buy green products, and this impact is mediated by brand equity. This suggests that digital marketing can positively impact consumers' intentions to purchase environmentally friendly products, particularly when the company has a strong reputation and a good brand image.

Positive customer feedback on environmentally friendly items, or "green WOM," dramatically influences people's intentions to buy green products. According to (Juliana et al., 2020), green viral communication positively influences purchasing intention through green satisfaction. This study discovered that green viral communication substantially impacts consumers' happiness and inclination to buy green products. This implies that green WOM might significantly influence consumer opinions of green companies and their propensity to purchase environmentally friendly goods. However, customers' buying intentions can also be impacted by greenwashing, which is the practice of making false marketing claims to sell goods or services as being ecologically beneficial. According to (Nguyen et al., 2019) the association between greenwash and purchase intent was mediated by green skepticism. This implies that consumers who are more dubious of green marketing promises may be less inclined to buy ecologically friendly goods. Therefore, companies must ensure their environmental claims are supported and open about their environmental effect to prevent greenwashing. This might increase customer brand loyalty and the desire to buy greener items. In (Chivhungwa & Chinomona, 2019) who conducted research on the influence of green purchase intention on the quality of the physical environment, green trust, and green image. Their findings indicated that green image and trust had a significant impact on green purchase intention, while the quality of the physical environment did not have a significant effect. This study suggests that companies should focus on improving their green image and fostering green trust among consumers to increase green purchase intention. This demonstrates that consumers' perceptions of a brand's dedication to the environment and their faith in it may impact their willingness to purchase eco-friendly goods.

2.2 Empirical Review

Several research studies were assessed regarding the specific subject matter. Presented below are key areas of consensus among researchers from diverse projects conducted in various industries. The purpose of this review is to ascertain the empirical data's depiction and discovery of a research gap.

2.2.1 Relationship between Green W.O.M and Green Brand Image (GBI)

A great way to have a strong green brand image is by implementing sustainable practices in the company's operations. This could include using environmentally friendly materials, reducing carbon footprint, and implementing sustainable supply chain practices. Such initiatives demonstrate the company's commitment to sustainability and can enhance the brand's reputation among environmentally conscious consumers. Moreover, companies can leverage e-WOM to strengthen their green brand image and reputation. E-WOM can

spread positive word-of-mouth about the company's sustainability practices and green products, which can improve the company's reputation and increase consumer trust. E-WOM can also provide social proof of the company's commitment to sustainability, which can influence consumer perceptions of the brand and increase green purchase intention.

According to (Chahal et al., 2022) study, electronic word-of-mouth (e-WOM) has a significant positive impact on brand equity, which refers to the non-functional value that a brand adds to a product. Factors influencing brand equity include the company's environmental reputation, product quality, and perceived social and environmental benefits of using the product. In addition, positive e-WOM can help enhance brand equity by increasing consumer trust and loyalty toward the brand. This is because consumers tend to trust a brand more when they see positive recommendations from other consumers, perceiving it as reliable and trustworthy.

(Andrian, 2022) study found that eWOM significantly positively impacts consumers' perceived value of environmentally friendly products. This is particularly important, as the perceived value can help overcome barriers to adoption, such as higher prices or perceived lower performance compared to conventional products. Therefore, incorporating eWOM strategies into marketing campaigns can help increase consumers' perceptions of the value of green products, which can positively influence their purchase intentions.

Similarly, (Wang et al., 2018) examined how Millennials mediate the green image and customer tendency to share information on green hotels. The study found that Millennials reduce the correlation between the green picture and the intention to spread the news. This demonstrates how the impact of the green image on word-of-mouth intention may vary depending on the client groups. Green WOM may affect customers' views of a brand's environmental friendliness and its impact on their preferences to make green purchases. According to (Juliana et al., 2020) green viral communication influences purchasing intention appreciatively through green satisfaction. This study discovered that green viral transmission substantially impacts consumers' happiness and inclination to buy green products. This implies that green WOM might significantly influence consumer opinions of green companies and their propensity to buy ecologically friendly items.

Developing an optimistic green brand image, which may boost customer loyalty and confidence in the business, is a crucial component of green marketing. In addition, a strong green brand reputation can also improve the impact of marketing initiatives on customer intent to buy green goods. In this regard (Alwan & Alshurideh, 2022) looked at the connection between brand equity, digital marketing, and consumer intention to buy environmentally friendly goods. (Alwan & Alshurideh, 2022) performed a survey in Saudi Arabia with 348 participants using a structured questionnaire. The poll asked about brand equity, internet marketing, and plans to buy eco-friendly goods. The data were analyzed using structural equation modeling (SEM) and the presented hypo. In line with earlier studies on the beneficial effects of digital marketing on consumer behavior (Ai Chin Nur Ain Nasyazwanie Salimi Zuraidah Sulaiman et al., 2018; Pant et al., 2021) the study's findings indicated that digital marketing positively affects purchase intention for environmentally friendly products. However, the study also discovered that brand equity mediates the relationship between digital marketing and purchase intention.

These findings emphasize the significance of establishing a positive green brand image and implementing green marketing strategies to enhance the effect of green WOM on consumers' attitudes and behaviors. Companies can utilize green WOM to increase awareness and interest in eco-friendly products. By highlighting the environmental sustainability of their products and promoting their green values through advertising, companies can reinforce the impact of green WOM on consumers' attitudes and intentions to buy green products. Additionally, companies can concentrate on providing psychological benefits to consumers, such as a sense of social responsibility or personal satisfaction, to strengthen the influence of green WOM on their purchasing decisions. This can be accomplished by emphasizing the social and environmental advantages of buying green products and fostering a sense of personal fulfillment for consumers who make eco-friendly choices. This brings us to the first hypothesis of this study which is as follow;

Hypothesis 1: Green W.O.M has a positive influence on Green Brand Image.

2.2.2 Relationship between Green WOM and Green Purchase Intentions (GPI)

It has been demonstrated that green WOM significantly impacts consumers' propensity to make green purchases. According to (Guerreiro & Pacheco, 2021), the positive effects of green WOM on customers' purchasing decisions are partially mediated by consumer trust in and loyalty to green brands. This study suggests that positive communication among consumers about a company's environmentally friendly products or practices can increase consumers' confidence in the company and their engagement with the brand, leading to increased purchase intentions. Similarly, (Majeed et al., 2022) discovered that in emerging markets, green WOM significantly increases green brand equity and green purchase intention. This study emphasizes how effective consumer communication influences consumers' views toward environmentally friendly goods and business activities.

In addition, green WOM and green purchase intentions are essential in shaping consumers' attitudes towards green products and environmentally friendly company practices. Green purchase intentions refer to consumers' preparedness to purchase environmentally sociable products or products from a company with green practices. Age, education, and income are only a few examples of background variables that significantly influence customers' purchase intentions in China's organic food industry, according to (S. Li & Jaharuddin, 2021). The study also discovered that word-of-mouth (WOM) positively influenced purchase intention, indicating that encouraging consumer conversation about environmentally friendly items might raise customers' buying propensity. Similar findings were made by (Munamba & Nuangjamnong, 2021), who discovered that the green marketing mix and consumers' attitudes about green purchases strongly influence Generation Y consumers' purchase intentions in Bangkok. The company's green brand image may be improved by using friendly products or practices, raising customers' buying intentions. A company's positive attitudes towards green products and environmentally friendly practices can increase consumers' willingness to purchase them.

(Kumar Panda et al., n.d.) investigation of the relationship between green brand advocacy, purchase intent, loyalty, and altruism in a social and environmental sustainability model

follows a similar line of inquiry. This study found a strong link between green brand advocacy, altruism, and green purchase intention, demonstrating the potential influence of positive product recommendations provided through interpersonal communication on customer behavior. The use of eWOM, or electronic word of mouth, can also affect customers' plans to buy. According to (Andrian, 2022) eWOM and perceived value highly influence buying intent. This implies those customers' opinions about the worth of environmentally friendly items and the effective promotion of these goods through digital media may impact their desire to buy.

Additionally, eWOM might affect customers' intentions to make purchases. According to (Andrian, 2022) purchase intention was highly influenced by eWOM and perceived value. According to this, customers' opinions about the worth of environmentally friendly items and the effective promotion of these products through digital media may impact their readiness to buy. Social media marketing might influence consumer impressions of green products and purchase intentions. (Sanny et al., 2020) assert that social media marketing enhances brand perception and trust, affecting customers' purchase intent. This suggests that social media effectively conveys the environmental advantages of goods or services and increases consumers' trust in eco-friendly businesses.

According to the studies conducted by (Pant et al., 2021) and (Jamal et al., 2021), e-WOM and green knowledge significantly impact green purchase intention. (Pant et al., 2021) revealed that e-WOM positively affects green purchase intention, and a higher level of green knowledge strengthens this effect. Meanwhile, (Pant et al., 2021) found that the success of green marketing promotion positively affects green purchase intention. These results suggest that green WOM can positively influence green purchase intention, especially when consumers are knowledgeable about environmental issues or perceive successful green marketing promotion.

Several research studies have suggested that green word-of-mouth (WOM) significantly predicts consumers' intentions to purchase environmentally friendly products. Green WOM not only directly impacts purchasing behavior but also mediates the relationship between green brand perception and green purchase intentions, as demonstrated by (*Mansoor and Noor*, 2019) study. Additionally, (Román-Augusto et al., 2022) found that green WOM positively influences green satisfaction, trust, and perceived value, thereby contributing to consumers' green purchase intentions. In addition to traditional WOM, electronic word-of-mouth (eWOM) influences consumers' perceptions of environmentally conscious companies and their intentions to purchase. (Andrian, 2022) said eWOM and perceived value significantly impacted purchase intention. This highlights the importance of customers' perceptions of the value of eco-friendly products and the effective promotion of these products through digital media in influencing their decision to make green purchases.

The role of green WOM in influencing green purchasing behavior is an area of growing interest among marketers and researchers. Studies such as (Román-Augusto et al., 2022) and (Andrian, 2022) have shed light on the potential of green WOM to impact consumer behavior positively and purchasing intentions. Green WOM can enhance consumer satisfaction, trust, and perceived value, all important factors influencing purchasing intentions (Román-Augusto et al., 2022) By facilitating interpersonal communication about environmentally friendly products, green WOM can increase consumer awareness and generate interest in these products. Furthermore, positive messages about green companies and their products can enhance trust and satisfaction, encouraging consumers to purchase.

WOM plays a significant role in shaping consumers' attitudes and purchase intentions of green products, as demonstrated in various studies. For example, (Setiawan, 2018) found that green WOM positively impacts consumers' purchase intention for eco-friendly cars, and the green brand image partially mediates this relationship. Thus, a green brand image can reinforce the effect of green WOM on consumers' purchase intention. In addition, (Liao et al., 2020) investigated the mediating effects of green marketing and psychological benefits on the association between green WOM, green attitudes, values, and purchase intention. Their study suggests that green marketing and psychological benefits can partially mediate the relationship between green WOM and consumers' green attitudes, values, and purchase intentions. Specifically, eco-friendly advertising and psychological benefits can enhance the impact of green WOM on consumers' attitudes towards green products and their purchase intention. In Indonesia, (Soelasih & Sumani, 2021) examined how WOM affected consumers' intentions to use low-cost carriers. According to the study, word-of-mouth advertising (WOM) considerably influences customers' purchasing intentions, increasing their propensity to select low-cost carriers. This research implies that WOM, notably in the transportation sector, can successfully promote environmentally friendly goods and services.

(Pant et al., 2021) found that the positive effect of e-WOM on green purchase intention is mediated by green knowledge. This suggests that consumers with a higher level of knowledge about environmental issues are more likely to be influenced by e-WOM in their intention to purchase environmentally friendly products. Therefore, to boost the efficacy of their marketing initiatives, the authors advise businesses to use e-WOM campaigns to target customers with a high degree of green expertise. Similarly, Nur et al. (2021) found that success in green marketing promotion positively affects purchase intention. This suggests that when companies effectively promote their environmentally friendly products and services, they can increase green purchase intention among consumers.

The impact of electronic WOM (e-WOM) on purchase intention, brand equity, as well as word-of-mouth for green products was studied by Chahal (2022), (Solihin, 2022), and (Soelasih & Sumani, 2021) In the retail industry, brand equity and purchase intention for green products are incredibly positively impacted by e-WOM, according to Chahal (2022). (Solihin, 2022)) discovered that social media and e-WOM's influence on the intention to purchase green products is mainly explained by their impact on brand image. (Soelasih & Sumani, 2021) found that WOM significantly impacts purchase intention for low-cost carriers in Indonesia. These studies suggest that green WOM can positively impact brand perception and consumer interest in purchasing environmentally responsible products.

Recent research by (Pant et al., 2021) and Nur et al. (2021) has focused on the impact of e-WOM and green knowledge on green purchase intentions. Pant et al. found that e-WOM mediates the relationship between green information and consumers' intentions to make environmentally friendly purchases. Meanwhile, Nur et al. found that successful green marketing promotions positively impact consumers' green purchase intentions. These findings suggest that green WOM can positively impact consumers' intentions to make green purchases, especially when consumers have a high level of green knowledge or perceive green marketing promotions as successful. As environmental sustainability becomes a growing consumer concern, green purchasing intent and behavior have increased significantly. Researchers are exploring the factors influencing consumers' green purchasing intentions and behavior to understand this trend better. Several other

studies ((Juliana et al., 2020; Liao et al., 2020; *Mansoor and Noor*, 2019); (Liao et al., 2020) (*Mansoor and Noor*, 2019)) have demonstrated that green word-of-mouth (WOM) can shape consumers' perceptions of a brand's eco-friendliness and impact their purchasing decisions. (Kumar Panda et al., n.d.) study also discovered that green brand evangelism and altruism positively influenced green purchase intention, indicating that good interpersonal relationships and environmental concerns can motivate customers to buy green items.

The literature study by (Wijekoon & Sabri, 2021) offers insightful information on the variables impacting green buying intention and behavior. According to the authors, significant factors include perceptions of advantages, risks, attitudes, subjective norms, perceived behavioral control, environmental care, environmental knowledge, and green trust. According to the analysis, these elements are crucial in influencing customers' green buying intentions and behavior. For example, the propensity to make green purchases is significantly influenced by perceived rewards. In addition, consumers tend to favor products offering various benefits beyond the primary function. For instance, a green product that saves energy or reduces waste can appeal to consumers who prioritize environmental sustainability. Therefore, companies that communicate the benefits of their green products through WOM can influence consumers' purchase intentions.

Finally, According to the studies conducted by (Pant et al., 2021) and Nur, Akmaliah, Chairul, and Safira (2021), e-WOM and green knowledge significantly impact green purchase intention. (Pant et al., 2021) revealed that e-WOM positively affects green purchase intention, and a higher level of green knowledge strengthens this effect. Meanwhile, Nur et al. (2021) found that the success of green marketing promotion positively affects green purchase intention. These results suggest that green WOM can positively influence green purchase intention, especially when consumers are knowledgeable about environmental issues or perceive successful green marketing promotion. Therefore, considering that following hypothesis can be addressed to test;

Hypothesis 2: Green W.O.M has a positive influence on Green Purchase Intentions.

2.2.3 Relationship between Green Brand Image (GBI) and Green Purchase Intentions (GPI)

In their 2021 study, Nahar and Silintowe examined the mediating role of corporate image in the relationship between green marketing and purchase intention. Their findings indicated that corporate image played a significant role in mediating the positive impact of green marketing on purchase intention, highlighting the importance of creating a favorable image for successful green marketing. Additionally, the authors emphasized the influence of a green brand's reputation on consumers' willingness to purchase environmentally friendly products. Meanwhile, (Setiawan, 2018) research investigated the impact of word-of-mouth on consumers' decisions to buy reasonably priced green cars. According to the study, green brand image largely explains this positive link between WOM and purchase intention. Finally, (Román-Augusto et al., 2022) revealed that green WOM considerably raises Green Trust, satisfaction, and perceived value, affecting green purchase intentions. This suggests that marketing environmentally friendly products appreciatively through interpersonal communication can raise consumers' satisfaction, trust, and opinion of the brand's value, influencing their tendency to buy environmentally friendly goods.

(Solihin, 2022) found that brand image mediates the influence of social media and e-WOM on green purchase intention. The study revealed that the positive impact of e-WOM and social media on purchase intention was primarily explained by the effect of these factors on brand image, indicating that brand image played a crucial mediating role. To raise customers' desire to make green purchases, the authors advise businesses to improve their brand image using social media and electronic word-of-mouth marketing. This study suggests that a positive brand image influences consumer purchase intentions for green products. Green WOM can influence a brand's image by shaping consumers' perceptions. When consumers hear positive recommendations from their peers about a green product or brand, they are more likely to view it positively and develop a favorable image. This, in turn, can increase their purchase intention for the brand's green products.

Social media's capacity to connect with a sizable audience and generate engagement has made it a crucial tool for marketing. Social media marketing may promote environmentally friendly goods and services while emphasizing the benefits of being environmentally conscientious. (Sanny et al., 2020) conducted a study to investigate the relationship between social media marketing, customer trust, brand image, and purchase intention. Their findings indicated that social media marketing positively affected both brand image and customer trust, subsequently increasing customers' intention to make a purchase. This suggests that social media marketing can effectively improve consumers' trust in environmentally friendly businesses and communicate the benefits of eco-friendly products or services.

It has also been investigated how social media may affect consumers' inclinations to make green purchases. According to (Sanny et al., 2020) social media marketing improved brand perception and trust, influencing consumers' buying intent. This implies that social media might boost consumers' confidence in green companies by successfully communicating the environmental benefits of goods and services. Altruism, brand evangelism, and devotion to green products have significantly impacted consumers' intentions to purchase green (Kumar Panda et al., n.d.). This implies that promoting green goods through interpersonal communication may influence consumer behavior. Additionally, social and environmental sustainability models can be used to understand better how brand loyalty, advocacy, altruism, and purchasing intention relate to green products.

(Nahar & Silintowe, 2021) found that green marketing function positively affects purchase intention, and corporate image fully mediates the relationship. This suggests that a positive corporate image is essential for green marketing strategies to be effective. The study's findings indicate that green marketing can be valuable in promoting environmentally friendly products.

However, it is vital to highlight that greenwashing, which refers to deceptive marketing claims to sell items or services as environmentally friendly, can also alter consumers' purchasing intentions. According to (Nguyen et al., 2019), the association between greenwash and purchase intent was mediated by green skepticism. This implies that consumers who are more dubious of green marketing promises may be less inclined to buy ecologically friendly goods. However, it is crucial to stress that greenwashing, which refers to fraudulent marketing claims to promote things or services as environmentally friendly, can also affect consumers' purchase intentions. (Nguyen et al., 2019) found that

green skepticism acted as a mediating factor in the relationship between greenwash and purchasing intent. Therefore, consumers more skeptical of green marketing promises may need more motivation to acquire ecologically friendly items.

In (Guerreiro & Pacheco, 2021) study, the impact of perceived greenwashing on consumers' intentions to make green purchases was investigated. The findings indicated that when customers perceive greenwashing, their green purchase intentions are negatively affected. Several factors mediate this effect, including consumer brand engagement, green trust, and green word-of-mouth. The study suggests that organizations should establish and maintain genuine and trustworthy green marketing practices to increase green trust and engagement. This can help foster positive green word-of-mouth and enhance green purchase intention among consumers. To prevent greenwashing and skeptical customers, ensuring that the marketing promises are reliable and accurate is crucial. Social media may be highly influential in influencing customers' opinions of green businesses and their buying intentions, in addition to green marketing and WOM. (Sanny et al., 2020) assert that social media marketing enhances brand perception and trust, affecting customers' purchase intent. This highlights the potential of social media as a channel for educating consumers about the environmental benefits of products or services and fostering their trust in environmentally conscious businesses.

Hypothesis 3: *Green Brand Image has a positive influence on Green Purchase Intentions.*

Hypothesis 4: *Green Brand Image mediates the relationship between GWOM and GPI.*

2.3 Conceptual Framework

The conceptual framework aims to establish the relationship between the independent and dependent variables in the research. In the present study, green purchase intentions are considered the dependent variable, while green word-of-mouth (GWOM) acts as the independent variable. The mediation role is played by green brand image (GBI).

The model presented below illustrates the focus of this study, which is to examine the relationship between GWOM, GBI, and GPI (green purchase intentions). By using this research model, the researcher will explore the different relationships that exist among the variables mentioned.

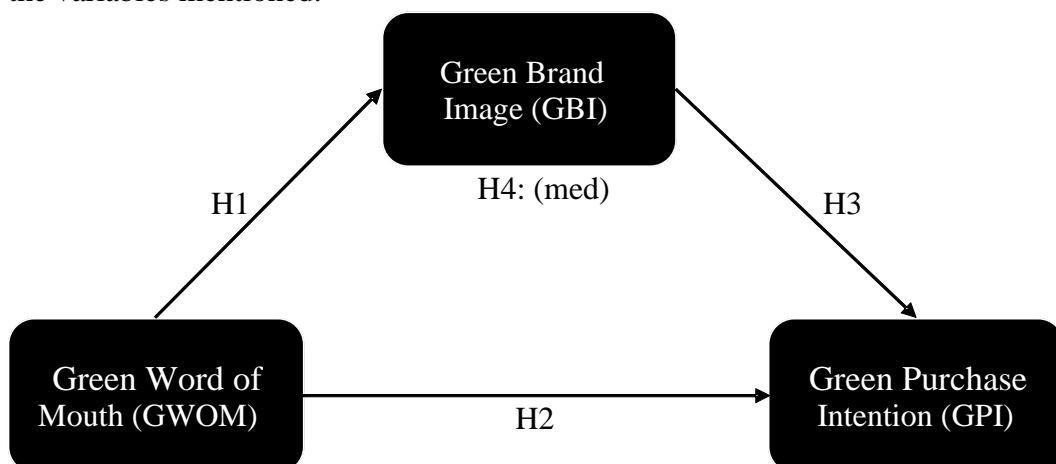


Figure 1: Conceptual Framework

2.4 Summary

Recent research has investigated the relationship between green word of mouth (WOM), brand image, and purchase intentions from a consumer perspective. The findings suggest that green WOM has a significant impact on consumer perceptions of eco-friendly brands and their willingness to make purchases. The positive effects of green WOM on both brand image and purchase intentions have been established, highlighting the role of green marketing, corporate image, and social media marketing in shaping this relationship. The studies also explore the influence of background factors and psychological benefits as moderators. These findings have significant implications for companies and marketers seeking to promote environmentally sustainable products and services. Incorporating green marketing strategies that enhance brand image and effectively communicate positive environmental practices through WOM and social media can boost consumer purchase intentions. A positive corporate image is crucial for the success of green marketing strategies. Furthermore, improving customer satisfaction and fostering positive online WOM within the organic food industry can positively impact purchase intentions. These studies emphasize the importance of promoting environmental sustainability through effective marketing channels and cultivating a favorable environmental image. Companies that prioritize sustainability and green practices will gain a competitive advantage as consumer awareness of environmental issues continues to grow.

3. METHODOLOGY

3.1 Research Design

While conducting a study, research design which is a detailed plan will specify the methods that require consideration (Wahyuni, 2012). It starts from choosing the study topic, collecting and organizing data, interpretation of the data, and other vital details in this process (Flick, 2000). In general, there are two types of research design, one is quantitative approach and the second is qualitative approach.

Quantitative research technique makes it possible to gather data from a larger sample size, measure the data, generalize the results, and discover trends (Malhotra & Birks, 2007). The aim of this method is to find patterns and develop general inferences by analyzing the proposed hypothesis in the context of past studies. As a result, a quantitative research strategy is used to make it easier to produce quantitative predictions.

The present study utilizes quantitative methods to examine the research questions raised in the context of green and eco-friendly products in cosmetics industry. The survey primarily targeted buyers of organic/natural products from a well-known cosmetic company in Turkish market called Rossman. There are primarily three reasons selecting Rossman to introduce for survey audience, first reason is the popularity of this brand in Turkish cosmetic market. Second, the company is committed to sustainability programs and shifting towards natural products. And third, because the company has available natural products, such as; ISANA (skin care, shampoo, gels, etc.), ener BiO (snacks, coffee, corn flakes, etc.), Babydream (baby products), alouette (tissue paper, napkin, paper towel, etc.), altapharma (food supplements, vitamins, plasters, etc.), Prokudent (toothpastes, brushes, etc.) and etc.

According to Bryman & Bell (2015), there are two types of data that are often used by all three main research approaches. Data that is directly gathered by the researcher for the particular subject at hand is referred to as primary data. Secondary data, on the other hand, describes material that has already been obtained by another researcher for other objectives. Current study has gathered both primary and secondary data, to test the model and hypothesis primary data gathered from the online survey and about the green cosmetics products this study has relied on previously researched data and included in the current study.

3.2 Population of Study

The word "population" defines the extensive collection of data the researcher is interested in. On the other hand, the specific group of people or things from whom the sample data is supposed to be collected is referred to as the "target population". (Tuunanen & Peffer, 2018).

In the present study, the target population would be consumers of cosmetic products from Rossmann company in Antalya city. The reason behind the selection of target population is the potential customer of the specified brand, as the consumers of this company can easily recognize the organic brand and products of this company. These groups of

respondents most likely have already experienced or used stated company products and have knowledge about green cosmetics.

3.3 Sampling Size

The suitable number of respondents selected for the study is referred to as sample size and it is taken from the whole targeting group (Parker et al., 2019).

As a rule of thumb, researchers suggested relatively large sample sizes ($N > 200$) for SEM (Hair et al. 1998). Comrey and Lee (1992) suggested that a sample size of 50 is very poor, 100 is poor, 200 is fair, 300 is good, 500 is very good, and 1,000 is excellent.

The current study used online tool for the ease of calculating the sample size, as population is resident of Antalya city and considering the number of populations in Antalya according "macrotrends website"¹ reach to 1,347,000. The sample size with 6% of confidence interval will be 269 valid responses according "survey system website"² are required for conducting this study. However, after the data collection process 274 responses were collected.

3.4 Sampling Technique

Saunders, et al. (2012) state sampling techniques can be distributed into two main types which are probability sampling and non-probability sampling techniques. In probability sampling, the chances of a particular unit in the sample being selected for the study can be determined or known while the chance of a unit being selected in a non-probability sampling is not known.

Non-probability sampling techniques can also be divided into three types which are convenience sampling, purposive sampling and quota sampling. Convenient sampling techniques are usually used based on the number of respondents who are ready and available to the researcher (Bryman & Bell, 2015).

The current study utilized convenient non-probability sampling method, the questionnaires were designed in google survey and shared in social media groups such as linkedin, whatsapp, telegram, facebook groups, and emails.

3.5 Research Instrument

A structured questionnaire was used to collect quantitative primary data through online survey using google survey tool. The questionnaire was adapted from previous research papers and prepared in English and Turkish versions, as the target location is Antalya Türkiye. In order to avoid non-responsive or ignoring to respond cases, the questionnaire was designed to accept only in case the respondent answer all of the questions within the survey and accept only one response from the same responder so the repetitive answers shall avoid. The data were collected in the duration of 15 days in May 2023. The

¹ www.macrotrends.net

² www.surveysystem.com

questionnaires consist of two section, the first section asked about demographic details of responder and second section was about green practices of a specified brand in Turkish market Rossmann.

As stated above, questionnaires were divided into two sections, first section used as control variables and asked about demographic details of responders such as age, gender, level of education, occupation and monthly income. Gender was measured between “female” and “male”. Age was measured and divided into four groups (18-25 years old, 26-35 years old, 36-45 years old and over 45years old, respectively). Education was measured and divided into four groups (high school diploma, bachelor degree, master degree, and PhD degree respectively). Occupation was measured and divided in to four groups (student, employee, self-employed and unemployed) and finally monthly income were divided in to five groups (0 - 5,000 TRY, 5,001 – 10,000 TRY, 10,001 – 20,000 TRY, 20,001 – 30,000 TRY and Above 30,000 TRY).

The second section illustrated in (Table 1) was about green constructs of this study, which are GWOM, GBI and GPI. In determining GWOM, four items have been taken from two study Zhang (2018) and Ahmad (2020), two items from each have been borrowed and modified for the current study. For GBI, five items from Yu-Shan Chen 2010 have been taken and updated and lastly for GPI measurement, three items from Zhang 2018 borrowed and updated. In total (12) items have been used in current research from previous studies. The scale used in this study is 5-point Likert scale (1= strongly disagree, 2= disagree, 3= neutral 4= agree, 5= strongly agree).

Table 1: Scales and Measurements

GWOM	I would highly recommend this product to others due to its environmental image	zhang (2018)
	I would encourage others to buy this product because it is environmentally friendly	
	Due to their eco-friendly and healthy image, organic products are recommended by other people.	Ahmad & Zhang (2020)
	Due to being environmentally friendly and healthy, organic products have a good reputation.	
GBI	The brand is regarded as the best benchmark of environmental commitments.	Chen 2010
	The brand is professional about environmental reputation.	
	The brand is successful about environmental performance.	
	The brand is well established about environmental concern.	
	The brand is trustworthy about environmental promises.	

GPI	I will buy the products of this company due to their environmental concern	Zhang 2018
	I am willing to buy the products of this company in the future due to their environmental performance	
	I am happy to buy the products of this company because they are environmentally friendly	

3.6 Data Processing and Analysis

Data analysis involves various processes such as editing, cleaning, transforming, and modeling data with the aim of extracting valuable information, making suggestions, drawing conclusions, and supporting decision-making (Ader, 2008).

In this study, quantitative data analysis techniques have been employed to statistically manipulate the data collected from the online survey. Descriptive methods will be used to analyze demographic data, which will be presented through charts and tables. Furthermore, the researcher will conduct an initial analysis of the study variables, and the relationships between these variables will be examined using Covariant Based Structural Equation Modeling (CB-SEM) with the assistance of IBM SPSS 27, AMOS 24 and JAMOVIE softwares.

SEM modeling allows for a more appropriate analysis of cause-and-effect relationships among the various constructs within a relatively complex model (Henseler et al., 2009; Hair et al., 2012).

3.7 Research Ethics

The research corresponded with the ethical guidelines proposed by Creswell (2009), which included getting informed consent from participants, guaranteeing their voluntary involvement, upholding confidentiality, and protecting their identity. All participants' privacy has been maintained, and their consent was obtained while participating in the study. Participants' information will only be utilized for the present study thesis project. To guarantee data quality and reduce mistakes or compromises, measures have been implemented. Additionally, all sources of borrowed content have received the required acknowledgment in compliance with the regulations in existence.

4. FINDINGS

4.1 Introduction

The responses from survey participants concerning the objectives of the study are analyzed in this section. All analyzed data are presented in tables for easy understanding and interpretation. The study was mainly focused on products in the cosmetic sector in Antalya, Turkiye. A target population of 269 was set as target for this study respecting the 6% percent margin of error set at the beginning of the study. Ultimately, 274 responses were collected at the end of the survey. The 274 respondents participated on their own will throw online survey for this research study. The data analysis was performed using IBM SPSS 27, AMOS 24, and JAMOVIE softwares.

4.2 Demographic analysis

To better understand the characteristics of the research participants, the survey instrument gathered demographic information of the responders. Analysis of the demographic data provides insight into the individual and group characteristics and research features of the respondents. It gives a broad overview of the population in question and helps to better understand the specific patterns and historical shifts among the respondents at different times in time. In this study, we examined the respondents' six (5) demographic traits: gender, age group, educational level, occupation, and monthly income. (See Table 2)

As per the collected data, 62% of the respondents were females and 48% percent of the respondents were male, similarly, age of the respondents were 48% between 26 to 35 years old, 25% between 18 to 25 years old, 18% between 36 to 45 and only 9% of the respondents were above 45 years of age.

In terms of education level, the majority of respondents possessed bachelor's degree with a percentage level of 55%. High school diploma holders were the second highest with 23%, master's degree holders were 18% and only 4% had PhD degree.

In terms of the occupation, 48% of the respondents were employees, 35% were students, 12% self-employed and only 6% were unemployed.

And finally, monthly income of the respondents lied between (5,001 to 10,000 TRY) that covered 33% of the result. The rest of the details are exhibited below in Table 2.

Table 2: Demographic Breakdown

Variables	Frequency	Percentage
Gender		
Male	115	42%
Female	159	58%
Total	274	100%
Age		
18 to 25	69	25%

26 to 35	131	48%
36 to 45	50	18%
above 45	24	9%
Total	274	100%
Education		
High school diploma	62	23%
Bachelor degree	152	55%
Master degree	48	18%
Doctorate degree	12	4%
Total	274	100%
Occupation		
Student	95	35%
Employee	131	48%
Self-employed	32	12%
Unemployed	16	6%
Total	274	100%
Income		
0 - 5,000 TRY	78	28%
5,001 to 10,000 TRY	90	33%
10,001 to 20,000 TRY	51	19%
20,001 to 30,000 TRY	30	11%
Above 30,000 TRY	25	9%
Total	274	100%

4.3 Confirmatory Factor Analysis

As per (Harrington, 2008), confirmatory factor analysis (CFA) is a statistical method that is used to validate the factor structure of a given set of observed variables, or it is used to assess the reliability and validity of constructs.

As well as a multivariate approach called structural equation modeling estimate and verify connections between different sets of variables (Hair, Sarstedt, Ringle, and Mena, 2012). SEM may be thought of as an advanced form of multiple regression analysis and generic linear modeling from a statistical perspective. In the current study covariance-based SEM was performed using IBM-SPSS AMOS software version 24. (CB-SEM). Confirmatory factor analysis (CFA), a component of CB-SEM, is a statistical technique used to validate the factor structure of a collection of observed variables and to establish the construct's reliability and validity (i.e., convergent and discriminant validity).

Popular indexes in this method for affirmation are Relative chi-squared ($1 > X^2/DF > 5$); goodness of fit (GFI $> .90$); (AGFI $> .90$); root mean square residual (RMR $< .06$); normed fit (NFI $> .90$); comparative fit index (CFI $> .90$); also (TLI > 0.9) and root mean square error of approximation (RMSEA $< .08$) are the relevant thresholds for these indices.

The results in Table 3 demonstrate that the proposed three-factor model achieved favorable model fit indices.

Table 3: Goodness Fit of the Model

Model	X ²	Df	X ² /df	GFI	AGFI	RMR	NFI	CFI	TLI	RMSEA
Three Factor Model	63.61	24	2.65	.95	.90	.023	.80	.86	.79	.078

Also, Table 3 shows all indices are statistically significant and the factor loadings were above the threshold of .50 (Bagozzi, & Heatherton, 1994; Bagozzi, & Yi, 1988). However, during the factor analysis 1 item from GWOM, and 2 items from GBI, has been removed due to creating higher loadings on the dataset.

Table 4: Factor Loading, t-value, mean score, and standard deviation.

Variables	Factor Loadings	t-Value	Mean	SD
Green WOM				
Item1	(*)			
Item2	0.63	16.6	3.82	.76
Item 3	0.77	19.3	3.56	.84
Item 4	0.76	18.3	3.47	.86
Green Brand Image				
Item1	(*)			
Item2	(*)			

Item 3	0.80	19.5	3.32	.87
Item 4	0.86	20.9	3.22	.90
Item 5	0.83	19.7	3.18	.91

Green Purchase Intention

Item1	0.70	17.9	3.82	.81
Item2	0.81	21.2	3.70	.85
Item 3	0.86	19.5	3.55	.94

Notes: (*) = deleted item during factor analysis

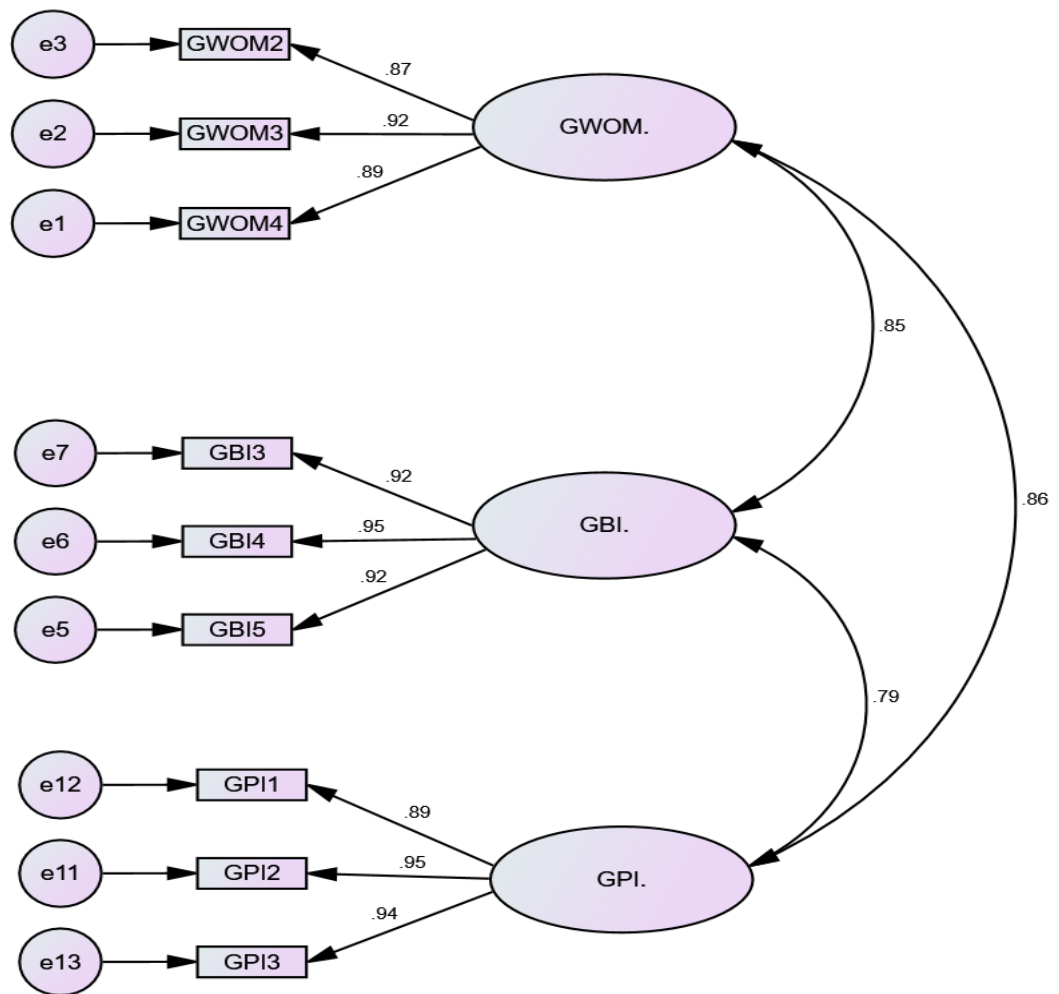


Figure 2: Structural Equation Model (factor analysis)

4.4. Reliability Analysis

For reliability test, the study used Cronbach's alpha for the confirmation of variables. The benchmark for confirmation of reliability is $\alpha > 0.70$ (Cronbach, 1951; Nunnally, 1976).

Table 5: Reliability analysis

Constructs	α	Items
GWOM	0.90	3
GBI	0.95	3
GPI	0.93	3

According to table 5, all three constructs have value above 0.7 threshold which indicates all constructs are reliable.

4.5. Validity Analysis

The evaluation of the measurement model's convergent validity can be accomplished by analyzing the Average Variance Extracted (AVE) and Composite Reliability (CR) (Fornell-Larcker 1981). The threshold is set to $AVE > 0.5$ and $CR > 0.7$.

Table 6: Convergent validity

Constructs	AVE	CR
GWOM	0.55	0.79
GBI	0.69	0.87
GPI	0.64	0.84

According to table 6, GWOM, GBI and GPI exceeded the minimum threshold for average variance extracted $AVE > 0.5$ and composite reliability $CR > 0.7$, this means that the constructs are valid.

4.6. Correlation Analysis

In below, Table 7 present synchronized correlations coefficients of the constructs under investigation. As per the data, GWOM is correlated positively and significantly with GBI ($r = 0.81$, $\rho < 0.01$), GPI ($r = 0.81$, $\rho < 0.01$) and finally, GBI is correlated positively and significantly with GPI ($r = 0.76$, $\rho < 0.01$). This means GWOM has positive and significant impact on GBI and GPI.

Table 7: Correlations, mean and Standard deviation.

	Mean	SD	1	2	3
1. Green WOM	3.68	.71	-		
2. Green brand image	3.35	.77	0.81*	-	
3. Green purchase intention	3.68	.81	0.81*	0.76*	-

*Pearson correlation coefficients generated from SPSS
SD = standard deviation; *significance at 0.01*

4.7. Regression Analysis

Regression Analysis is employed to examine the degree of correlation between the predicted hypothesis concerning the dependent variables and independent variables. To delve deeper into the data analysis, linear regression has been utilized.

According to Alchemer (2018), there are two kinds of variables; one is the dependent variable, and the other is the independent variable. The dependent variable is the main factor that one is trying to predict or understand whereas the independent variable is the factor that one hypothesizes and that has an impact on the dependent variable. The regression analysis is shown in Table 7.

Table 7: Regression analysis and Model fit.

Hypothesis testing: H1

Model Coefficients – GBI (mean)					
Predictor	β - Estimate	SE	t	p	
GWOM (mean)	0.869	0.038	22.88	< .001	

Model Fit:					
R	R Square	Adjusted R Square	Std. Error of the Estimate	F change	p value
.811	.658	.657	.45	523	< .001

Hypothesis testing: H2 and H3

Model Coefficients - GPI (mean)					
Predictor	β - Estimate	SE	t	p	
GWOM (mean)	0.638	0.0656	9.72	< .001	
GBI (mean)	0.322	0.0612	5.26	< .001	

Model Fit:					
R	R Square	Adjusted R Square	Std. Error of the Estimate	F change	p value
.83	.68	.68	.45	300	< .001

The current study was conducted to determine if green WOM can influence consumers purchase intention for green products. It was hypothesized in (H1) that green WOM has positive impact on company's brand image, and in (H2) green WOM has significant impact on purchase intention of consumers and in (H3) brand image for green practices can influence the purchase intention of the consumers. To test the hypothesis multiple regression analysis was used. Results show in table 7, for H1 that $R^2 = 0.658$ depicts that 65% of variance in brand image can be accounted by GWOM as predictor, $F = 523$, $p < 0.001$ and other estimates are ($\beta = .869$, $t = 22.8$) positively predict brand image of a company. For (H2) and (H3) it shows that $R^2 = 0.68$ depicts that 68% of variance in purchase intention can be accounted for by two predictors collectively, $F = 300$, $p < 0.001$. Observing the unique individual contributions of predictors, results show that green WOM ($\beta = .63$, $t = 9.72$, $p = .001$), green brand image value ($\beta = 0.32$, $t = 5.26$, $p = .001$) positively predict purchase intention of customer. This suggests that green WOM successively enhances green brand image and can dynamically increase consumers' green purchase intentions.

.4.8 Mediation Analysis

The mediation regression analysis for the variables is tested and presented in table 9 below. The model has revealed that the relationship between all the variables in the study is positive and significant. For instance, it is seen that the relationship between the GWOM on GBI and GPI in the model is positive and significant. In hypothesis 4, we proposed that GBI will mediate the relationship between GWOM and GPI. Analysis using (Medmod) in JAMOVIE software describes that GBI does mediate relationship between GWOM and GPI ($\beta = 0.28$, $p > 0.05$).

This means that a 1 unit increase of GWOM occurs on GBI will lead to a 0.28 increase in consumer GPI. The findings in this regard satisfy hypothesis 4 of the study.

Table 9: Mediation Analysis (Green Purchase Intention)

Independent Variable	Dependent Variable	Total effect	Direct effect	Indirect effect	Confidence interval
Green WOM	Green brand image	0.86	0.86	0.00	99%
Green WOM	Green purchase intention	0.91	0.63	0.28	99%
Green brand image	Green purchase intention	0.32	0.32	0.00	99%

5. CONCLUSIONS

5.1 Summary of Findings

The study showed that the majority of the respondents were female by a percentage of 58%. The study showed that most of the respondents had bachelor degree, and majority of them were employees and students and their age were between 26 to 35 years old living and consuming cosmetic products that are more organic and natural in Antalya, Turkiye.

Regarding hypothesis testing, the first hypothesis initially claimed that green word of mouth has significant positive impacts on the brand image of companies. The relationship between GWOM and GBI of companies in the cosmetic sector was tested and a positive impact was established. The result shows that an increase in GWOM will cause an increase in brand image of companies. And negative practices can damage this relationship, such as green washing as depicted by Pacheco (2019), the impact of consumers' perception of greenwashing on their intentions to purchase green products was investigated. The research revealed that consumers' perception of greenwashing had a negative impact on their intentions to purchase environmentally friendly products. Furthermore, the study found that this relationship was mediated by factors such as green trust, consumer brand engagement, and green word-of-mouth while being mediated by product involvement. According to Pacheco (2019), greenwashing refers to the practices by companies providing false or misleading information about the environmental benefits of their products or services.

The second hypothesis claimed that green word of mouth has significant positive impacts on purchase intention of customers. The relationship between GWOM and GPI of companies in the cosmetic sector was tested and a positive impact was established. The result shows that an increase in GWOM will cause an increase in customers buying intentions. According to (Juliana et al., 2020) positive customer feedback on environmentally friendly items, or "green WOM," dramatically influences people's intentions to buy green more products. As per her study, green viral communication positively influences purchasing intention through green satisfaction. This study discovered that green viral communication substantially impacts consumers' happiness and inclination to buy green products. This implies that green WOM might significantly influence consumer opinions of green companies and their propensity to purchase green products.

The third hypothesis initially argued that green brand image has significant positive impacts on purchase intention of customers. The relationship between GBI and GPI was tested in current study in cosmetic context and a positive impact was discovered. The result shows that an increase in GBI will cause an increase in the buying intention of customers. The more valuable an image a company has, the number of customers will increase. The value a brand gives to a product above and beyond its practical features is known as brand equity, which is a crucial marketing term (Keller, 1993). Brand equity is the intangible value a brand brings to a product by favorably influencing people's perceptions of it. Consumers are more likely to adopt favorable views and show loyalty to a company with a high brand equity because they are viewed as more trustworthy and reliable. Brand equity can be influenced in the context of green marketing by several variables, including the product's quality, the company's track record for environmental

responsibility, and the perceived social and environmental benefits of purchasing the product (Delgado-Ballester & Munuera-Aleman, 2001).

And finally, this study argued that green brand image mediates the relationship between green word of mouth and green purchase intentions. The result shows that hypothesis 4 is statistically significant and green brand image does mediate this relationship. However, direct impacts of GWOM are much stronger than indirect effect through GBI as already shown in regression and mediation analysis of this study. The mediation role of GBI has also been depicted by many scholars previously as an example; in a study conducted by (Setiawan, 2018) the author found that the relationship between word-of-mouth (WOM) and the intention to buy affordable, environmentally friendly vehicles is partially mediated by the green brand image. GBI describes how customers see a company's environmental policies. Consumers that care about the environment are more inclined to patronize businesses with a solid green brand image. According to numerous research, a green brand's perception influences consumers' inclinations to make green purchases.

In conclusion, GWOM helps companies to focus on their green practices, as it has a direct and significant impact on their company's image and customer purchase intentions. A negative WOM can cause a reduction in the brand image of a company which may lead to customer dissatisfaction, and eventually decrease sales and performance of companies. For instance, customers' buying intentions can be impacted by greenwashing, which is the practice of making false marketing claims to sell goods or services as being ecologically beneficial. According to Nguyen et al. (2019), the association between greenwash and purchase intent was mediated by green skepticism. This implies that consumers who are more dubious of green marketing promises may be less inclined to buy ecologically friendly goods. Therefore, companies must ensure their environmental claims are supported and open about their environmental effect to prevent greenwashing.

Table 10: Summary of Hypotheses

Hypotheses	Result
H1: Green Word of Mouth >> Green Brand Image	Supported
H2: Green Word of Mouth >> Green Purchase Intention	Supported
H3: Green Brand Image >> Green Purchase Intention	Supported
H4: Green Word of Mouth >>Green Brand Image >> Green Purchase Intention	Supported

6 RECOMMENDATIONS AND LIMITATIONS

6.1 Recommendation

Companies can Enhance GWOM tactics or strategies as the data showed that GWOM significantly improves brand image and purchase intent, I recommend that businesses should strongly encourage customer feedback and widely discuss their environmentally friendly programs and products. This can be accomplished through a variety of strategies, including social media advertisement, influencer interactions, and eco-friendly events on green topics.

Moreover, companies can avoid practices that harm company`s image: As it is described in the literature part of this study, negative practices can lead to weakening companies brand image, for example greenwashing. It is recommended that businesses prevent such practices and make sure that their intension for environmental or natural practices is real and avoid those practices that disrupt customers` intentions to purchase or harm the company`s image in the long run.

Furthermore, companies and marketing managers can create a solid green brand image, The study's findings show that creating a green brand image has a favorable influence on purchase intentions. Companies could highlight their dedication to environmental responsibility in their goods, production procedures, and corporate policies in order to promote the green brand image. In order to do this, companies may reduce products that harm nature and environment and make sure to use those materials that are sustainable and no harm to environment and human health.

And finally, educating customers about environmental benefits will be beneficial for both sides, businesses can guide customers about health benefits of using natural and organic products, in the present study case for example, cosmetics products for ecological reasons. Companies may affect customer perceptions and boost purchase intentions by emphasizing the advantages of these items, such as reduction degree of chemical level, decomposition and most importantly ethical production. They can do this through social media, blog posts, product packaging, and other methods available.

6.2 Limitations and future studies

Beside the recommendation being made, there are some limitations for the current study, so I am recommending future research to ponder on these limits and pay consideration to it. The first limitation of this study is generalizability of the study, as this study has been conducted in a particular city of Türkiye named Antalya. Future studies can be conducted in different geographical areas around the world. Similarly, this study focused on a specific industry which is cosmetics, there are many areas that can researched in green context such as home appliance, vehicles, organic food, organic cleaning products, reusable packaging, green fashion products or clothing, solar systems and etc.

Another limitation that can be noticed is the variables used for this study, as illustrated before. This study examined the relationship of GWOM, GBI and GPI, other variables such as brand awareness, brand association, brand trust, brand washing, brand performance etc. has not been depicted in this study. Future studies can look at various

brand equity variables that lead to increase and decrease of customer behavior for their green practices.

Moreover, this study was researched based on cross-sectional data method, meaning that the study taken place only one time. Future studies can choose a longitudinal method that can check changes on the variables over time and extract results more accurately.

Lastly, this study spotted the mediation role of green brand image (GBI) between GWOM and green purchase intentions (GPI). However, it is essential to acknowledge that mediation does not imply a causal relationship, and there may be other variables which are not reflected in the analysis of this study that could influence this relationship.

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APPENDIX 1.**QUESTIONNAIRE: ENGLISH**

This study is for conducting my MBA research thesis at Antalya Bilim University, Antalya/Turkiye. I am initiating this survey to measure the Impact of green word of mouth on companies' brand image and ultimately consumers' purchase intentions in Antalya.

To give a better idea about organic or eco-friendly products for a specific brand, I have chosen Rossmann Company as the main brand in this research survey, the reason behind this selection is the availability of this brand in the Turkish market, and the company programs toward environmental concern. Rossmann has many popular brands in the market such as; ISANA (skin care, shampoo, gels, etc.), ener BiO (snacks, coffee, corn flakes, etc.), Babydream (baby products), alouette (tissue paper, napkin, paper towel, etc.), altapharma (food supplements, vitamins, plasters, etc.), Prokudent (toothpastes, brushes, etc.) and etc.

The collected responses will be analyzed and used only in this master's degree thesis. The following questionnaire is anonymous, and the data will not be shared with others. The questionnaire consists of two sections, the first section is the demographic details consisting of (5) questions, and the second part are main questions important for this research which consist of (12) questions.

I highly appreciate your valuable participation in this survey, in case of any further queries please contact saied.khalid@std.antalya.edu.tr

PART 1: Demographic Details

1. Gender	<input type="checkbox"/> Male
	<input type="checkbox"/> Female
2. Age	<input type="checkbox"/> 18-25
	<input type="checkbox"/> 26-35
	<input type="checkbox"/> 36-45
	<input type="checkbox"/> 46 and above
3. Education Level	<input type="checkbox"/> High School
	<input type="checkbox"/> Bachelor Degree
	<input type="checkbox"/> Master Degree
	<input type="checkbox"/> Doctorate Degree

Green Brand Image (GBI)

5	This company (Rossmann) is regarded as the best benchmark of environmental commitments.					
6	This company (Rossmann) is professional about environmental reputation.					
7	This company (Rossmann) is successful about environmental performance.					
8	This company (Rossmann) is well established about environmental concern.					
9	This company (Rossmann) is trustworthy about environmental promises.					

Green Purchase Intention (GPI)

10	I will buy the products of this company (Rossmann) due to their environmental concern.					
11	I am willing to buy the products of this company (Rossmann) in the future due to their environmental performance.					
12	I am happy to buy the products of this company (Rossmann) because they are environmentally friendly.					

APPENDIX 2

QUESTIONNAIRE: TURKISH

Bu anket, Antalya Bilim Üniversitesi, Antalya/Türkiye'de MBA tez projemi yürütmek içindir. Bu anketi Antalya-Türkiye'de "Yeşil ağızdan ağza iletişimin şirketlerin marka imajı ve nihayetinde tüketicilerin satın alma niyetleri üzerindeki etkisini" ölçmek için başlatıyorum.

Bu çalışmanın hatırına, bu anketi cevaplarırken size daha iyi bir resim verebilmek için Rossmann Firmasını örnek olarak seçtim. Bu şirketin seçilmesinin iki nedeni var, birincisi bu şirket Türkiye'de popüler ve iyi tanınıyor. ikincisi, Türkiye pazarında çeşitli markaların/markaların bulunabilmesi nedeniyle; ISANA (cilt bakımı, şampuan, jeller vb.), ener BiO (atıştırıcılar, kahve, mısır gevreği vb.), Babydream (bebek ürünleri), alouette (kağıt mendil, peçete, kağıt havlu vb.), altapharma (gıda takviyeleri, vitaminler, flasterler vb.), Prokudent (diş macunları, fırçalar vb.) vb.

Toplanan yanıtlarınız analiz edilecek ve yalnızca mevcut Yüksek Lisans Tezi amacıyla kullanılacaktır. Aşağıdaki anket anonimdir ve veriler başka taraflarla paylaşılmayacaktır. Bu anket iki bölümden oluşmaktadır; ilk bölüm (5) sorudan oluşan demografik bilgiler, ikinci bölüm ise (12) çoktan seçmeli sorudan oluşan belirtilen konulara verdiğiniz cevaplar.

Bu ankete değerli katılımınız için çok teşekkür ederim, başka sorularınız olması durumunda lütfen saied.khalid@std.antalya.edu.tr ile iletişime geçin.

Teşekkür ederim,
Saied Khalid

BÖLÜM 1: Demografik Ayrıntılar

1. Cinsiyet	<input type="checkbox"/> Erkek
	<input type="checkbox"/> Kadın
2. Yaş	<input type="checkbox"/> 18-25
	<input type="checkbox"/> 26-35
	<input type="checkbox"/> 36-45
	<input type="checkbox"/> 46 ve yukarıda
3. Eğitim Seviyesi	<input type="checkbox"/> Lise
	<input type="checkbox"/> Lisans derecesi
	<input type="checkbox"/> Yüksek lisans
	<input type="checkbox"/> Doktora derecesi

4. Meslek	() Öğrenci
	() Çalışan
	() Serbest meslek
	() İşsiz
5. Aylık gelir	() 0 - 5,000 TRY
	() 5,001 – 10,000 TRY
	() 10,001 – 20,000 TRY
	() 20,001 – 30,000 TRY
	() 30,001 den fazla TRY

BÖLÜM 2: ana konu

Değerlendirme Ölçeği: 1= Kesinlikle Katılmıyorum 2= Katılmıyorum 3= Kararsızım 4= Katılıyorum 5=Kesinlikle Katılıyorum	1	2	3	4	5
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Ağızdan Ağıza Yeşil Söz

1	Çevre dostu ve sağlıklı imajı ve organik ürünleri nedeniyle, Bu şirket (Rossmann) başkaları tarafından tavsiye edilmektedir.					
2	Çevre dostu, sağlıklı ve organik ürünler olması nedeniyle, Bu şirket (Rossmann) iyi bir üne sahiptir.					
3	Çevresel imajı nedeniyle bu şirketin (Rossmann) ürünlerini başkalarına şiddetle tavsiye ederim.					
4	Çevre dostu olduğu için başkalarını bu şirketin (Rossmann) ürünlerini almaya teşvik ederim.					

Yeşil Marka İmajı

5	Bu şirket (Rossmann), çevresel taahhütlerin en iyi ölçütü olarak kabul edilmektedir.					
6	Bu şirket (Rossmann) çevresel itibar konusunda profesyoneldir.					

7	Bu şirket (Rossmann) çevresel performans konusunda başarılı.				
8	Bu şirket (Rossmann) çevresel kaygı konusunda köklü bir geçmişe sahiptir.				
9	Bu şirket (Rossmann) çevresel vaatler konusunda güvenilirlerdir.				
Yeşil Satın Alma Niyeti					
10	Bu şirketin (Rossmann) ürünlerini çevreye duyarlı oldukları için satın alacağım.				
11	Gelecekte bu şirketin (Rossmann) ürünlerini çevresel performansları nedeniyle satın almaya istekliyim.				
12	Bu şirketin (Rossmann) ürünlerini çevre dostu oldukları için satın aldığım için mutluyum.				

APPENDIX 3

GREEN COSMETIC MARKS

Following is the batch/sign that Rossmann company attach labels on their green cosmetic, organic food etc.

