The Mediating Role of Word-of-Mouth Communication in the Effect of Green Marketing Mix on Green Brand Awareness: Generation Y Review *

Gizem BERBER[1], Abdülkadir ÖZTÜRK[2]

1. Asst. Prof. Dr., Giresun University, gizem.berber@giresun.edu.tr, https://orcid.org/0000-0002-7164-2348

2. Assoc. Prof. Dr., Recep Tayyip Erdoğan University, abdulkadir.ozturk@erdogan.edu.tr, https://orcid.org/0000-0002-1855-8892

Abstract

The increase in production and urbanization associated with industrialization and the diversification of consumer needs have led to the destruction of nature and an increase in environmental pollution. It has become evident that consumers are increasingly aware of the necessity to adopt a more conscious approach to environmental protection. In this context, while manufacturers are focusing on incorporating environmentalist practices into their business processes, it has become crucial that these practices are acknowledged and endorsed by consumers. The objective of this study is twofold: firstly, to determine the effect of green marketing practices employed by personal care and hygiene products brands on word-of-mouth communication and green brand awareness; and secondly, to ascertain whether word-of-mouth communication acts as an intermediary in the process of creating green brand awareness through green marketing practices. The study was conducted with 323 participants from Generation Y who purchased personal care and hygiene products. The data were collected via an online questionnaire using a judgmental sampling method. According to the findings of the study, it is determined that the applications of green marketing mix other than green price have an effect on word-of-mouth communication. It was found that green product and green promotion have an effect on green brand awareness, but green price and green place have no effect. In addition, it is seen that word-of-mouth communication has a partially mediating role on green brand awareness together with both green product and green promotion.

Keywords: Green Marketing, Green Marketing Mix, Word of Mouth, Green Brand Awareness.

Article Type	Application Date	Admission Date
Research Article	June 10, 2024	June 25, 2025

1. INTRODUCTION

Environmental problems such as global warming, desertification, famine and decrease in biodiversity, increase in urbanization, destruction of nature, increase in environmental pollution, which cause deterioration of the natural balance, have been increasing in recent years. States, businesses and consumers who foresee the consequences of these problems have realized the need to act more consciously in protecting the environment. In this context, states that have become conscious have started to prepare laws on the subject, businesses have started to produce environmentally friendly products and consumers have started to tend to buy products that are less harmful to the environment. In this direction, the concept of green has gained importance in business processes (Türk, 2018). With the increase in environmental consciousness among consumers, the concept of green has been integrated into marketing studies and the concept of green marketing has developed (Armağan & Karatürk, 2014; Mehraj & Qureshi, 2020).

Firstly, there was a perception that the green approach was the profit-oriented marketing strategies of enterprises. Afterwards, it has been understood that the green approach is a process and, it has started to be expected that people's environmental awareness will be met by organizations (Aydın & Tufan, 2018). As a result of these expectations, environmental non-governmental organizations, international quality standards have emerged, and environmental criteria have started to be included in legal regulations. While green products are offered to the market by businesses in order to reduce harmful waste, the concept of green marketing has begun to develop, especially by taking into account ecological factors at every stage of marketing activities (Armağan & Karatürk, 2014; Mehraj & Qureshi, 2020).

According to the 2024 Global Resource Outlook report prepared by the United Nations Environment Program (UNEP), it is stated that the huge increase in infrastructure, energy demand and individual consumption in the last 50 years has caused material use to triple worldwide. It also revealed that the demand for natural resources, from food to fossil fuels, continues to increase at an average of over 2.3 percent per year. The necessity of regulating the relationship between humans and nature has been advocated (Euronews, 2024). In this context, it is thought that the necessity and continuity of green understanding is important in terms of marketing practices.

Green marketing is the implementation of practices such as green product, green price, green place and green promotion that respond to consumer demand by reducing environmental damage (Çabuk et al., 2008). Brands that prioritize green marketing strategies target environmentally conscious consumers and plan their marketing activities accordingly. Such organizations are attentive to environmental considerations throughout the entire production and consumption process, from initial production to final disposal (Bukhari, 2011). Green marketing mix is used to create green brand awareness. They encourage consumers to buy green products by raising awareness through activities such as recycling, reducing carbon emissions, protecting plants and animals (Çavuşoğlu, 2021).

Consumers, on the other hand, share their experiences about the green practices of brands through word-of-mouth communication in their social circles after their purchases. In this way, the green features of the brands are heard more, green brand awareness is ensured, and green purchasing behavior is positively affected (Pant et al., 2021; Rahim et al., 2017).

In this regard, the study provides literature information on green marketing mix applications of personal care and hygiene product brands. A review of the extant literature reveals a paucity of research examining the impact of green marketing practices on both word-of-mouth communication and green brand awareness in personal care and hygiene products. Furthermore, the mediating effect of word-of-mouth in the process of green marketing mix in creating green brand awareness remains unaddressed.

The initial question that this study seeks to address is whether green marketing practices have an effect on green brand awareness. A further issue that arises from the research is the question of whether word-of-mouth communication plays a mediating role in green brand awareness. The present study will make a contribution to extant literature in terms of methodology. This is because we constructed a structural model on the theme for the first time in the sampled area. The outcomes of the study will provide stakeholders and policymakers with ample tools for crafting and formulating policy on the theme under review.

It is postulated that the findings of the analyses conducted in accordance with the research model created within the framework of the literature will contribute to the existing body of knowledge and provide businesses with information to assist them in the process of creating green brand awareness. The rest of this study proceeds as; section 2 provides the conceptional framework and related literature. Subsequently, section 3 presents research design and methodology, section 4 renders the results and discussion of the study. Finally, section 5 provides concluding remarks and policy directions.

2. CONCEPTUAL FRAMEWORK AND HYPOTHESES

Green marketing is a holistic marketing approach in which the wastes generated in the production, consumption and recycling of products after consumption are carried out in a way that minimizes environmental damage (Sarumathi, 2014). Considering that green marketing is the redesign of the existing marketing mix with environmental responsibility, it consists of activities that determine what can be green in terms of product, price, place, promotion and how to be green in these issues. (Eti İçli, 2011). The evaluation of marketing mix elements in conjunction with environmental sensitivity has led to the emergence of green marketing mix elements, namely green product, green price, green place and green promotion (Khan et al., 2019; Leonidou et al., 2013).

Accordingly, the following hypotheses were created in the study to determine the effect of green marketing mix on word of mouth communication and green brand awareness; to see the effect of word of mouth communication on green brand awareness and the mediating effect between green marketing mix and green brand awareness.

2.1. The Effect of Green Marketing Mix on Green Brand Awareness

Businesses that have an environmentalist, sustainability understanding and support green marketing mix practices have started to create brand awareness with these practices (Simao & Lisboa, 2017). It is known that when different areas are allocated to green products in stores, with green advertisements (Durmaz & Kafadar, 2024) consumers notice the products and green brand awareness increases. In addition, it is seen that they are cautious about purchasing green products by making price comparisons with green products and other products (Ozsacmaci, 2018). In this context, green brand awareness can be increased by focusing on green promotion activities such as adopting environmental awareness to consumers and sales development (Lin et al., 2017; Maheshwari, 2014; Rastogi & Khan, 2015). In line with this information, the first hypothesis;

H_1: Green marketing mix of brands has an effect on green brand awareness.

H_{1a}: Green product practices of brands have an effect on green brand awareness.

H_{1b}: Green price practices of brands have an effect on green brand awareness.

H_{1c}: Green place practices of brands have an effect on green brand awareness.

H_{1d}: Green promotion practices of brands have an effect on green brand awareness.

2.2. The Effect of Green Marketing Mix on Word-of-Mouth Communication

Consumers convey their opinions about their level of satisfaction with the green marketing activities carried out by businesses to those around them through word-of-mouth communication (Berk & Celep, 2020; Kordshouli et al., 2015). The trust that the green marketing mix creates is effective in positive word of mouth communication (Huang et al., 2024). In addition, green promotional practices contribute to word-of-mouth communication (Phan et al., 2024). In the process of spontaneous communication in daily life, the exchange of information between consumers has enabled the dissemination of information about the brand (Buttle, 1998; Li & Du, 2011). Consumers are willing to pay more when they receive positive advice about green services and are more favorable to product delivery that reduces carbon emissions (Arslan Ayazlar & Gün, 2020; Aydın, 2022). However, consumers disseminate their opinions about businesses that lack environmental values to family members and close friends. It is postulated that these disclosures may also influence consumers' tendencies to boycott such businesses (Öztürk & Nart, 2021). For this reason, by giving importance to customer satisfaction, it should be ensured that customers advertise with their positive thoughts in promotion activities. In line with this information, the second hypothesis;

H_2: Brands' green marketing mix has an effect on brand-related word-of-mouth communication.

H_{2a}: Brands' green product practices have an effect on brand-related word-of-mouth communication.

H_{2b}: Brands' green price practices have an effect on brand-related word-of-mouth communication.

H_{2c}: Brands' green place practices have an effect on brand-related word-of-mouth communication.

H_{2d}: Green promotion practices of brands have an effect on brand-related word-of-mouth communication.

2.3. The Effect of Word-of-Mouth Communication on Green Brand Awareness

Brands try to gain a place in the minds of consumers with their green practices by creating green brand awareness. It can be positioned that when consumers with environmental concerns are offered products with a higher green brand value, they will be more inclined to purchase such products and to recommend them to others. In this direction, brand awareness can be achieved by attracting the attention of other consumers (Mehdikhani & Valmohammadi, 2022). While green awareness increases with positive word-of-mouth communication (Mouloudj & Bouarar, 2021), it is also known that brand awareness can increase word-of-mouth communication traffic (Barreda et al., 2015). In line with this information, the third hypothesis is;

H_3: Word-of-mouth communication has an effect on green brand awareness.

2.4. The Mediating Role of Word-of-Mouth Communication in the Effect of Green Marketing Mix on Green Brand Awareness

The more green practices businesses have, the more consumers are expected to spread these activities through word-of-mouth communication (Aymankuy et al., 2016). While negative word-of-mouth communication by consumers about the brand decreases brand value (Yıldız & Kırmızıbiber, 2019) in cases where brands are perceived as environmentally sensitive, environmentally friendly, and high quality, it is seen that they can increase brand value and provide brand awareness by making positive discourses to other people (Yapraklı & Yıldız, 2018). It is known that green marketing mix elements are effective in creating green brand awareness. Brand awareness can be achieved by explaining the message given by the green concept used in communication with consumers in a complete and accurate way (Çavuşoğlu, 2021). Green features that are not present in the brand but are shown as if they are present (greenwashing) in a way to mislead consumers negatively affect word-of-mouth communication. Therefore, it is recommended that businesses should avoid greenwashing (Yıldız & Kırmızıbiber, 2019). In line with this information, the fourth hypothesis is;

H_4: There is a mediating effect of word-of-mouth communication in the effect of brands' green marketing mix on green brand awareness.

H_{4a}: Word-of-mouth communication has a mediating role in the effect of green product practices of brands on green brand awareness.

H_{4b}: Word-of-mouth communication has a mediating role in the effect of green price practices of brands on green brand awareness.

H_{4c}: Word-of-mouth communication has a mediating role in the effect of green place practices of brands on green brand awareness.

H$_{4d}$: Word-of-mouth communication has a mediating role in the effect of green promotion practices of brands on green brand awareness.

3. RESEARCH METHODOLOGY

To the best of the author's knowledge, no existing study in the literature has addressed green marketing mix applications in the context of personal care and hygiene products, examined their effects on word-of-mouth communication and green brand awareness, or investigated the mediating role of word-of-mouth communication in this relationship. Accordingly, a comprehensive research model has been developed to encompass these dimensions.

Considering factors such as income and education level, heightened environmental awareness, the tendency to conduct extensive research prior to purchasing (Aydın & Tufan, 2018), interest in product variety, enthusiasm for shopping, concern for health, and the inclination to shape consumer identities with the aspiration for a better world (Büyükhelvacıgil, 2021), it is suggested that members of Generation Y are likely to constitute the primary consumer segment for the product group examined in this study.

The data was obtained from 323 consumers in the Y generation in Turkey who purchased personal care and hygiene products (shampoo, shower gel, soap, wet wipes, toothbrush, toothpaste, mask, shoe covers, etc.). Since it was difficult to reach the population due to the long and costly implementation period, judgmental (deliberate) sampling was used to select the sample. Those born between 1980 and 1999 are considered Generation Y (Aydın & Tufan, 2018; Öztürk & Onurlubaş, 2019). In this context, the results of the research belong only to the sample included in the research and are limited in terms of generalization.

In line with the conceptual information, the research model in Figure 1 was created green marketing mix.

Figure 1. Research Model
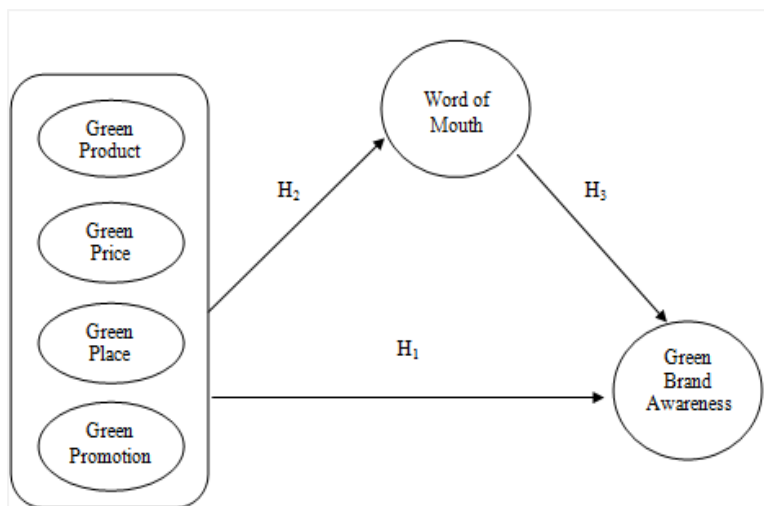
In line with the conceptual model of the research, a questionnaire form was prepared, and data were collected by online survey method. The first part of the questionnaire, which consists of two parts, includes questions about age, gender, marital status, education, income status to obtain demographic information, while the second part includes questions about green marketing mix, word-of-mouth communication and green brand awareness variables. In the survey form, for green marketing mix; 19 expressions: green product (5), green price (5), green distribution (4), green promotion (5) (Ansari et al., 2022; Hossain & Khan, 2018; Kaur et al., 2022; Mahmoud, 2018), 3 expressions for word of mouth communication (Arnett et al., 2003), and 6 expressions for green brand awareness (Loureiro, 2013; Yoo et al., 2000), a total of 28 expressions. All of the survey questions were asked to be answered in accordance with the 5-point Likert-type scale. SPSS 25 program was used for frequency analysis and AMOS 21 program was used for confirmatory factor analysis and structural equation modeling.

4. DATA ANALYSIS AND FINDINGS

According to demographic data obtained from survey participants, 63% (204) of the sample consists of women and 37% (119) of men. 57% (184) of these participants are married and 43% (139) are single. The educational status of the participants was determined as follows: 9% (30) high school and below, 13% (42) associate degree, 34% (109) undergraduate, 44% (142) graduate. Their professions are; It was observed that 63% (202) were determined as public personnel, 23% (75) as private sector employees, 6% (19) as students, and 8% (27) as unemployed. Their monthly income distribution is as follows; 26% (83) earn between 19,001-24,000 TRY, 25% (81) earn between 14,001-19,000 TRY, 19% (62) earn between 0-9,000 TRY, 16% earn between 9,001-14,000 TRY, 14% earn 24,001 TRY or more. In general, it can be said that there are more female participants in the survey, these participants are mostly single and have a high level of education. In addition, it is seen that the majority of them work as public employees, and their income level varies between 14,001-24,000 TRY.

4.1. Confirmatory Factor Analysis and Structural Model

In order to determine whether the results obtained by CFA analysis show goodness of fit, the range of goodness of fit values was determined by examining the literature (Doll et al., 1994; Mishra & Datta, 2011). Confirmatory factor analysis was conducted for the research model and some modifications suggested by the Amos program were made to ensure that the results were within the goodness of fit values. First, the covariance was added between the error term e17 and e18 and then between e1 and e2. As a result of the confirmatory factor analysis, since the factor loading of the price statement 4 was lower than 0.50, this statement was not included in the analysis and was excluded from the model. The goodness of fit values obtained as a result of the relevant modifications are as shown in Table 1.

Table 1. Goodness of Fit Value

Criteria	Results	Acceptable Goodness of Fit Values
χ2/df	2.270	2<χ2/df ≤5
GFI	.869	80≤ GFI ≤1
RMSEA	.63	0≤ RMSEA ≤,08
CFI	.927	.90≤ CFI ≤1
TLI	.916	.90≤ TLI ≤1
SRMR	.0728	0≤ SRMR≤.08
AGFI	.837	.80 <AGFI ≤1

According to the values shown in Table 1, it was determined that the CFA goodness-of-fit values of the whole model were within the desired range and the constructed structural model exhibited a good fit.

AVE (Average Variance Extracted), CR (Composite Reliability) and Discriminant Validity values showing the reliability of the model are also shown in Table 2.

Table 2. AVE, CR and Discriminant Validity of Constructs

	AVE	CR	Product	Price	Place	Promotion	WOM	Awareness
Product	0.5682	0.865	*0.754**					
Price	0.5124	0.806	0.676	*0.715**				
Place	0.4772	0.784	0.352	0.601	*0.691**			
Promotion	0.4602	0.809	0.538	0.597	0.675	*0.678**		
WOM	0.683	0.865	0.481	0.41	0.23	0.481	*0.826**	
Awareness	0.7371	0.933	0.443	0.361	0.351	0.502	0.666	*0.858**

Notes: CR>.70 and AVE>.50, * Values represent square root of AVE.

In the literature, it is recommended that AVE values of the variables should be greater than 0.50 (Fornell & Larcker, 1981) and CR values should be greater than 0.70 (Hair et al., 2017). In cases where the AVE value is less than 0.50, if the CR value is greater than 0.60, the values can be accepted as appropriate for the structural model (Fornell & Larcker, 1981; Karaman, 2023; Shrestha, 2021). In addition, for Discriminant Validity, it is seen that the correlations of each pair of dimensions (construct) with each other must be smaller than the square root of the associated AVE values (Fornell & Larcker, 1981; Henseler et al., 2015). The research model in which CFA results can be seen is shown in Figure 2.

Figure 2. CFA of the Research Model
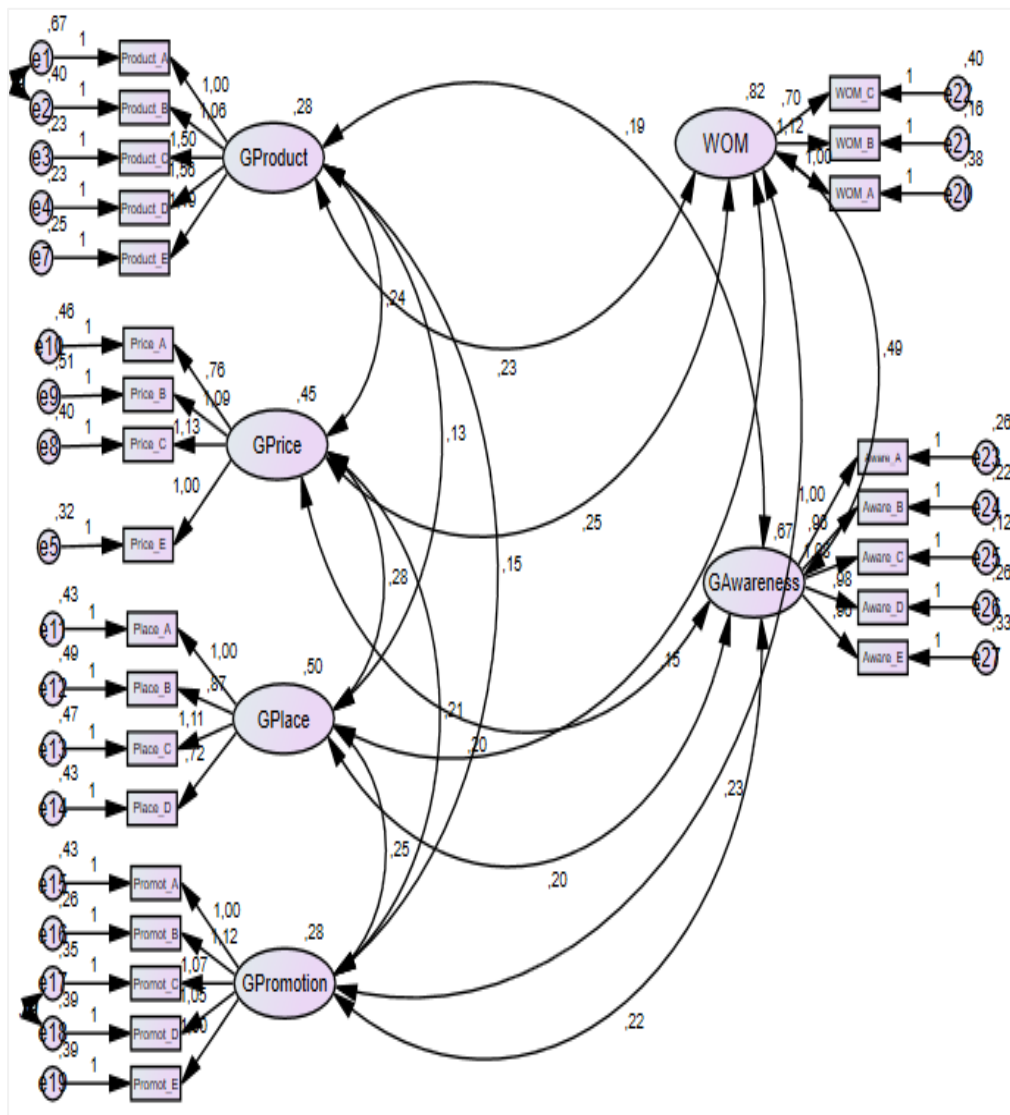
Structural equation modeling was used for hypothesis testing. In determining the mediating role between the variables in the research model, the method determined by Baron and Kenny (1986) was applied. According to Baron and Kenny (1986), the following process should take place for mediation to occur.

1- The independent variable should affect the mediator variable significantly,

2- The mediator variable should affect the dependent variable significantly,

3- When the mediator variable and the independent variable are included in the analysis together, full mediation is mentioned if a previously significant relationship between the independent and dependent variables is no longer significant. In addition, if the previously significant relationship between the independent and dependent variables decreases, partial mediation can be mentioned (Baron & Kenny, 1986).

Since a significant relationship was expected between the dependent variable and the independent variable, the relationships between these variables were first tested and the results are shown in Table 3.

Table 3. Path Analysis Results between Dependent Variable and Independent Variable

H	Path	Standardized Estimation	P	Result
H_{1a}	GProduct ---> GAwareness	.282	.002	Supported
H_{1b}	GPrice ---> GAwareness	-.080	.452	Not Supported
H_{1c}	GPlace ---> GAwareness	.060	.552	Not Supported
H_{1d}	GPromotion ---> GAwareness	.356	***	Supported

Notes: R^2=.295, P<0.05

Firstly, the direct effects of green product, green price, green place, and green promotion on green awareness were tested. Table 3 shows that green product and green promotion have a significant effect on green awareness, while green price and green place have no significant effect on green awareness. Green product and green promotion have an effect at the p<0.05 significance level. Thus, hypotheses H_{1a} (β=0.282, p=0.002) and H_{1d} (β=0.356, p=***) were accepted. Green price and green place, which do not have a significant effect on green awareness in the model run without a mediator variable, will not have a significant effect on green awareness after the mediator variable is included in the model.

Direct, indirect, total effects, p value (which indicates the level of statistical significance) and goodness of fit values after the mediator variable is included in the model are shown in Table 4.

Table 4. Mediation Analysis

H	Path	Direct Effects	Indirect Effects	Total Effects	Result
		Standardized Estimation	Standardized Estimation	Standardized Estimation	
H_{2a}	GProduct ---> WOM	.251	-	.251 (.008)	Supported
H_{2b}	GPrice ---> WOM	.118	-	.118 (.281)	Not Supported
H_{2c}	GPlace ---> WOM	-.212	-	-.212 (.045)	Supported
H_{2d}	GPromotion ---> WOM	.419	-	.419 (***)	Supported
H3	WOM ---> GAwareness	.555	-	.555 (***)	Supported
H_{4a}	GProduct>WOM> GA	.143	.139 (.020)	.283 (.007)	Supported
H_{4b}	GPrice>WOM> GA	-.143	.065 (.318)	-.077 (.515)	Not Supported
H_{4c}	GPlace>WOM> GA	.175	-.118 (.066)	.058 (.612)	Not Supported
H_{4d}	GPromotion>WOM> GA	.124	.233 (.004)	.357 (.004)	Supported
χ2/df =2.270 GFI = 0.869 RMSEA = 0.063 CFI = 0.927 TLI = 0.916 SRMR = 0.0728 AGFI = 0.837					

Notes: R^2=.505, Values in parentheses represent p values. P<0.05

According to Baron and Kenny, green product, green price, green place and green promotion should significantly affect word-of-mouth communication. Word-of-mouth communication should also

affect green awareness at a significant level. According to the p values in the direct effects, hypotheses H_{2a} ($\beta=0.251$, p=0.008), H_{2c} ($\beta= -0.212$, p=0.045), H_{2d} ($\beta=0.419$, p=***) and H3 ($\beta=0.555$, p=***) are accepted and hypothesis H_{2b} ($\beta=0.118$, p=0.281) is not accepted.

Since green price and green place have no direct effect on green awareness, they are not expected to be mediated by word-of-mouth communication. Thus, hypotheses H_{4b} and H_{4c} are not accepted. The effects of green product and green promotion on green awareness are significant and the standard effect coefficient decreases after word-of-mouth is added to the model as a mediator variable. Thus, it can be said that word-of-mouth communication is a partial mediator in the effect of green product and green promotion on green awareness. As a result, H_{4a} ($\beta=0.139$, p=0.007) and H_{4d} ($\beta= 0.233$, p=0.004) were also accepted.

5. CONCLUSION

Green marketing is effective in creating customer loyalty for businesses and contributing to profitability by increasing business value. Businesses that care about consumers' attitudes, have social responsibility awareness, and want to achieve competitive advantage adopt green marketing activities. Within the scope of these activities, businesses have started to focus on avoiding environmental pollution in production processes, designing the packaging they use in a way that is not harmful to health, recycling, and environmental practices in distribution and promotion stages. In this regard, the effect of green marketing mix practices of personal care and hygiene product brands on Y generation consumer preferences and brand awareness is the main subject of this study.

According to the findings, While H_{1a}, H_{1d} hypotheses were supported, H_{1b}, H_{1c} hypotheses were not supported. While green product and green promotion have an effect on brand awareness, green price and green place (distribution) have no effect. In the studies in the literature, it is emphasized that brands can create brand awareness with green marketing mix practices (Simao & Lisboa, 2017), and that these practices positively affect environmental brand awareness, but this effect is not high (Kalburan, 2014). It has been determined that there is a lack of information about green products, environmental symbols and symbols are not known, and these products are perceived as expensive, difficult to find, low in variety, and invisible (Bukhari, 2011). In another study, it was argued that the communication established with consumers regarding green marketing mix activities was insufficient, promotional activities were incomplete, environmentally friendly products did not attract attention, their packaging and labels were not informative, consumers perceived the products negatively or did not know them, so promotional activities should be emphasized (Aksu, 2019).

As a result of the analysis in which it is determined whether the green marketing mix of the brands has an effect on word-of-mouth communication about the brand; H_{2a}, H_{2c}, H_{2d} are supported while H_{2b} is not supported. It was determined that green product, green distribution, green place (distribution) have an effect on word-of-mouth communication, but green price has no effect. In other studies in the

literature, it has been determined that consumers convey their opinions about green marketing activities such as green products, green prices, green places (distribution) and green distribution to the people around them through word-of-mouth communication (Berk & Celep, 2020; Kordshouli et al., 2015).

As a result of the analysis determining whether word-of-mouth communication about the environmental friendliness of brands has an effect on green brand awareness; H3 hypothesis was supported. It has been observed that consumers' conversations with the people around them about the environmental friendliness of brands affect green brand awareness. Considering that consumers' perceptions of word-of-mouth communication are high, informative communication activities that emphasize that brands comply with the standards related to green marketing will contribute to the creation of brand awareness (Berk & Celep, 2020).

As a result of the analysis in which it is determined whether word-of-mouth communication has a mediating role in the effect of brands' green marketing mix on green brand awareness; H_{4a}, H_{4d} are supported while H_{4b}, H_{4c} are not supported. While green product and green promotion have a mediating role in the process of creating green brand awareness, green price and green places (distribution) have no mediating effect. While there is a study in the literature in which word-of-mouth communication has a mediating role in the effect of green awareness on green purchasing behavior (Mansoor & Noor, 2019), a study similar to the results of this study was not found.

In line with the information obtained from the analyses of the study conducted with Generation Y, the following conclusions are suggested;

- Persuasive studies should be carried out to convince consumers that the dangers of the destruction of scarce resources are increasing and that they should prefer green personal care and hygiene products for the health and future of their children.
- Information about green products should be written clearly and understandably on their packaging.
- Brands should focus on environmentally related social responsibility activities and announce these activities on their social media accounts. The need to protect nature should be explained to famous people whom consumers trust, and it should be emphasized that their brands are sensitive about this issue. It should be ensured that all the nature-friendly works carried out can be discussed in both social and internet-based environments.
- Within the scope of green marketing practices; more space should be allocated to environmentally friendly products in stores and more of these products should be made available on shopping websites.
- Brands' websites should be prepared in such a way that information about their environmental policies can be easily seen. It should be conveyed to consumers in an

understandable way that brands are trying to minimize the damage they cause to the environment.

- Green product diversification should be ensured, and products should be tried.
- The features, prices and place (distribution) of green products described in promotional activities should reflect reality. Green laundering, which undermines consumer confidence in green brands by describing green features that the product does not have as if they were present, should be avoided.

In future studies on the subject, green brand loyalty can be addressed and the factors affecting this process can be investigated. Qualitative studies can be conducted to determine whether greenwashing has an effect in this process by investigating the reasons why consumers do not believe in promotion within the scope of green marketing. The effect of green word of mouth and electronic word of mouth on green brand loyalty can be investigated. The mediating effect of electronic word of mouth on other variables can be examined.

REFERENCES

Aksu, S. (2019). Yeşil ürün iletişimi kapsamında tüketicilerin yeşil ürünlere yönelik değerlendirmeleri. *Atatürk İletişim Dergisi*, (17), 21-38.

Ansari, H. W. A., Fauzi, W. I. M., & Salimon, M. G. (2022). Conceptualizing 5G's of green marketing for retail consumers and validating the measurement model through a pilot study. *Journal of Distribution Science, 20*(4), 33-50. https://doi.org/10.15722/jds.20.04.202204.33

Armağan, E., & Karatürk H. E. (2014). Yeşil pazarlama faaliyetleri çerçevesinde Aydın bölgesindeki tüketicilerin çevreye duyarlı ürünleri kullanma eğilimlerini belirlemeye yönelik bir araştırma. *Organizasyon ve Yönetim Bilimleri Dergisi, 6*(1), 1-17.

Arnett, D. B., German, S. D., & Hunt, S. D. (2003). The identity salience model of relationship marketing success: The case of nonprofit marketing. *Journal of Marketing, 67*(2), 89-105. https://doi.org/10.1509/jmkg.67.2.89.18614

Arslan Ayazlar, R., & Gün, G. (2020). Yeşil imaj ve ağızdan ağıza iletişimin yeşil otellere fazla ücret ödeme niyeti üzerindeki etkisi. *Atatürk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 24*(1), 249-261.

Aydın, İ. (2022). Hedonik motivasyonun drone ile teslimata yönelik tutum üzerindeki etkisi: Ağızdan ağıza iletişimin aracılık rolü. *İşletme Akademisi Dergisi, 3*(1), 34-45. https://doi.org/10.26677/TR1010.2022.962

Aydın, S., & Tufan, F. (2018). Sürdürülebilirlik ve yeşil kavramları bağlamında Y kuşağının satın alma davranışları. *Selçuk İletişim, 11*(2), 397-420. https://doi.org/10.18094/josc.377009

Aymankuy, Y., Polat, E., Buzlukçu, C., & Aymankuy, Ş. (2016). Çevresel tutumların satın alma davranışları üzerindeki etkisi: Potansiyel yerli turistler üzerinde bir araştırma. *Akademik Bakış Uluslararası Hakemli Sosyal Bilimler Dergisi,* (58), 310-326.

Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic and statistical considerations. *Journal of Personality and Social Psychology*, *51*(6), 1173-1182. https://doi.org/10.1037//0022-3514.51.6.1173

Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2015). Generating brand awareness in online social networks. *Computers in Human Behavior, 50*, 600-609. https://doi.org/10.1016/j.chb.2015.03.023

Berk, O. N., & Celep, E. (2020). Konaklama işletmelerinde yeşil pazarlama faaliyetlerinin tüketicilerin satın alma davranışlarına etkisi. Konya İli Örneği. *Selçuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, (44), 267-285.

Bukhari, S. S. (2011). Green marketing and its impact on consumer behavior. *European Journal of Business and Management, 3*(4), 375-383.

Buttle, F. A. (1998). Word of mouth: Understanding and managing referral marketing. *Journal of Strategic Marketing, 6*(3), 241-254. https://doi.org/10.1080/096525498346658

Büyükhelvacıgil, M. (2021). *Aile şirketlerinde kuşak çatışmasını önlemek için X, Y ve Z kuşağını anlamak*. Optimum Yayınları.

Çabuk, S., Nakıboğlu, B., & Keleş, C., (2008). Tüketicilerin yeşil ürün satın alma davranışlarının sosyo demografik değişkenler açısından incelenmesi. *Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 17*(1), 85-102.

Çavuşoğlu, S. (2021). Yeşile boyama ve yeşil satın alma davranışı arasındaki ilişkide yeşil marka imajı ve yeşil marka sadakatinin aracılık rolü. *İşletme Araştırmaları Dergisi, 13*(3), 2146-2161. https://doi.org/10.20491/isarder.2021.1252

Doll, W. J., Xia, W., & Torkzadeh, G. (1994). A confirmatory factor analysis of the end-user computing satisfaction instrument. *MIS Quarterly, 18*(4), 453-461. https://doi.org/10.2307/249524

Durmaz, A., & Kafadar, O. (2024). Yeşil reklamların, yeşil marka farkındalığı ve marka imajı üzerindeki satın alma niyeti açısından aracılık rolü. *Doğuş Üniversitesi Dergisi*, 25(2), 89-111.

Eti İçli, G. (2011). Ağızdan ağıza pazarlama. Taşkın, Ç. (Der.), *Güncel Pazarlama Yaklaşımları* içinde (80-107). Alfa Aktüel Yayınları.

Euronews. (2024). *BM: Doğal kaynakların tüketimindeki artış hızı iklim hedefleri ve ekonomik refahı tehdit ediyor*. Euronews. https://tr.euronews.com/2024/03/01/bm-dogal-kaynaklarin-tuketimindeki-artis-hizi-iklim-hedefleri-ve-ekonomik-refahi-tehdit-ed

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39-50. https://doi.org/10.2307/3151312

Hair, J. F., Hult, G. T. M., Ringle C., & Sarstedt M. (2017). A primer on partial least squares structural equation modeling (PLS-SEM). *International Journal of Research & Method in Education,* Sage Publications, Incorporated.

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of The Academy of Marketing Science*, (43), 115-135. https://doi.org/10.1007/s11747-014-0403-8

Hossain, A., & Khan, M. Y. H. (2018). Green marketing mix effect on consumers buying decisions in Bangladesh. *Marketing and Management of Innovations*, (4), 298-306. https://doi.org/10.21272/mmi.2018.4-25

Huang, S.(S)., Qu, H., & Wang, X. (2024), Impact of green marketing on peer-to-peer accommodation platform users' repurchase intention and positive word-of-mouth: Mediation of trust and consumer identification. *International Journal of Contemporary Hospitality Management*, 36 (3), 691-712. https://doi.org/10.1108/IJCHM-10-2022-1300

Kalburan, N. C. (2014). Denizli ilinde bulunan resmi ve özel anaokulu bahçelerinin karşılaştırmalı olarak incelenmesi. *Pamukkale Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, (18), 99-113.

Karaman, M. (2023). Keşfedici ve doğrulayıcı faktör analizi: kavramsal bir çalışma. *Uluslararası İktisadi ve İdari Bilimler Dergisi*, *9*(1), 47-63. https://doi.org/10.29131/uiibd.1279602

Kaur, B., Gangwar, V. P., & Dash, G. (2022). Green marketing strategies, environmental attitude, and green buying intention: A multi-group analysis in an emerging economy context. *Sustainability*, *14*(10), 1-16. https://doi.org/10.3390/su14106107

Khan, E. A., Royhan, P., Rahman, M. A., Rahman, M. M., & Mostafa, A. (2019). The impact of enviropreneurial orientation on small firms' business performance: The mediation of green marketing mix and eco-labeling strategies. *Sustainability, 12*(1), 1-17. https://doi.org/10.3390/su12010221

Kordshouli, H. R., Ebrahimi, A., & Bouzanjani, A. A. (2015). An analysis of the green response of consumers to the environmentally friendly behaviour of corporations. *Iranian Journal of Management Studies, 8*(3), 315-334. https://doi.org/10.22059/IJMS.2015.53632

Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2013). Greening' the marketing mix: Do firms do it and does it pay off? *Journal of The Academy of Marketing Science, 41*(2), 151-170. https://doi.org/10.1007/s11747-012-0317-2

Li, F., & Du, T. C. (2011). Who is talking? An ontology-based opinion leader identification framework for word-of-mouth marketing in online social blogs. *Decision Support Systems, 51*(1), 190-197. https://doi.org/10.1016/j.dss.2010.12.007

Lin, J., Lobo, A. & Leckie, C. (2017). The role of benefits and transparency in shaping consumers' green perceived value, self-brand connection and brand loyalty. *Journal of Retailing and Consumer Services, 35*, 133-141. https://doi.org/10.1016/j.jretconser.2016.12.011

Loureiro, S. M. C. (2013). The effect of perceived benefits, trust, quality, brand awaraness/associations and brand loyalty on internet banking brand equity. *International Journal of Electronic Commerce Studies, 4*(2), 139-158. https://doi.org/10.7903/ijecs.1000

Maheshwari, S. P. (2014). Awareness of green marketing and its influence on buying behavior of consumers: Special reference to Madhya Pradesh, Indıa. *Journal of Management & Research*, *8*(1/4), 1-14.

Mahmoud, T. O. (2018). Impact of green marketing mix on purchase intention. *International Journal of Advanced and Applied Sciences, 5*(2), 127-135. https://doi.org/10.21833/ijaas.2018.02.020

Mansoor, M., & Noor, U. (2019). Determinants of green purchase intentions: Positive word of mouth as moderator. *Journal of Business & Economics*, *11*(2), 143-160.

Mehdikhani, R., & Valmohammadi, C. (2022). The effects of green brand equity on green word of mouth: The mediating roles of three green factors. *Journal of Business & Industrial Marketing*, *37*(2), 294-308, https://doi.org/10.1108/JBIM-03-2020-0166

Mehraj, D., & Qureshi, I. H. (2020). Determinants of green marketing mix in developing economies: Conceptualisation and scale validation approach. *Business Strategy & Development, 3*(4), 522-530. https://doi.org/10.1002/Bsd2.114

Mishra, P., & Datta, B. (2011). Perpetual asset management of customer-based brand equity-The PAM evaluator. *Current Research Journal of Social Sciences 3*(1), 34-43.

Mouloudj, K., & Bouarar, A. C. (2021). The impact of word of mouth on intention to purchase green products: An empirical study. *Revue Algérienne d'Economie et Gestion, 15*(1), 871-890.

Ozsacmaci, B. (2018). Yeşil pazarlama faaliyetlerinin yeşil marka farkındalığı ve tüketici satın alma niyeti üzerindeki aracılık etkisi. *Business and Economics Research Journal*, *9*(4), 945-960. http://hdl.handle.net/20.500.12416/4339

Öztürk, A., & Nart, S. (2021). Tüketici boykot davranışının belirleyicileri üzerine bir araştırma: Ağızdan ağıza iletişimin aracılık rolü. *Elektronik Sosyal Bilimler Dergisi*, *20*(78), 660-687. https://doi.org/10.17755/esosder.784595

Öztürk, D., & Onurlubaş, E. (2019). Yeni ürün geliştirme sürecinde X-Y-Z kuşaklarının satın alma tercihleri üzerine bir araştırma. *4th International Symposium on Innovative Approaches in Social, Human and Administrative Sciences, 4*(8), 159-166. https://doi.org/10.36287/setsci.4.8.025

Pant, M., Gupta, O., & Ojha, M. K. (2021). An exploratory study on the moderating effect of e–wom through green knowledge on green purchase intention. *Ilkogretim Online, 20*(2), 2440-2451.

Phan, T. H., Nguyen, N. D., Ha, H. G., Le, M. T., Vu, P. A., & Doan, H. A. (2024). Youths' word-of-mouth in a developing country: roles of green promotion and green brand loyalty. *Business, Management and Economics Engineering*, *22*(1), 112–137. https://doi.org/10.3846/bmee.2024.19873

Rahim, R. A., Sulaiman, Z., Chin, T. A., Arif, M. S. M., & Hamid, M. H. A. (2017). E-wom review adoption: consumers' demographic profile influence on green purchase intention. *Iop Conference Series: Materials Science and Engineering, 215*(1), 1-7. https://doi.org/10.1088/1757-899x/215/1/012020

Rastogi, E., & Khan, M. S. (2015). A study on the awareness level and attitude level of the green consumer. *International Journal of Pure and Applied Researches, 1*(1), 91-96.

Sarumathi, S. (2014). Green purchase behavior–A conceptual framework of socially conscious consumer behavior. *Global Journal of Finance and Management, 6*(8), 777-782. https://doi.org/10.1016/j.jretconser.2017.11.008

Shrestha, N. (2021). Factor analysis as a tool for survey analysis. *American Journal of Applied Mathematics and Statistics, 9*(1), 4-11. https://doi.org/10.12691/ajams-9-1-2

Simao, L., & Lisboa, A. (2017). Green marketing and green brand–The Toyota case. *Procedia Manufacturing, 12*, 183-194. https://doi.org/10.1016/j.promfg.2017.08.023

Türk, M. (2018). *Yeşil tüketici*. Nobel Yayınları.

Yapraklı, T. Ş., & Yıldız, T. (2018). Yeşil aklamanın algılanan risk, kalite ve memnuniyet üzerindeki etkisi. *Kafkas Üniversitesi İktisadi ve İdari Bilimler Fakültesi*, *9*(18), 359-378.

Yıldız, E., & Kırmızıbiber, A. (2019). Yeşil aklamanın yeşil marka değeri üzerindeki etkileri: Otomobil markaları üzerine bir uygulama. *Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi*, *7*(2), 566-584. https://doi.org/10.19145/e-gifder.583003

Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of The Academy of Marketing Science*, *28*(2), 195-211. https://doi.org/10.1177/0092070300282002