

# CONSEQUENCES OF GREEN BRAND EQUITY

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**Abstract:** This study aims to determine the impact of the consequences of Green Brand Equity of green products. Structural Equation Modeling (SEM) is used as a method in this study with several variables such as Green Brand Equity, Green Brand Attachment, Green Self-Brand Connection, Green Brand Attitude, and Green Word of Mouth. This study also examines the mediating role of three main components, namely Green Brand Attachment, Green Self-Brand Attitude, and Green Self-Brand Connection. The number of respondents used were 209 people, with the criteria of respondents who had used "Love Beauty and Planet" and "The Body Shop", two green skin care/cosmetic brands in the last two years. Results of this study show significant impact of Green Brand Equity on Green Brand Attitude, Green Brand Attachment and Green Self-Brand Connection. Results also indicate the mediating role of Green Brand Attitude, Green Brand Attachment and Green Self-Brand Connection in predicting the influence of Green Brand Equity on Green Word-of-Mouth. However, there is no direct impact of Green Brand Equity on Green Word-of-Mouth. The findings of this study provide insights for managers to strengthen green brand equity that finally would boost consumers' intention to spread positive word-of-mouth about green skin care/cosmetics.

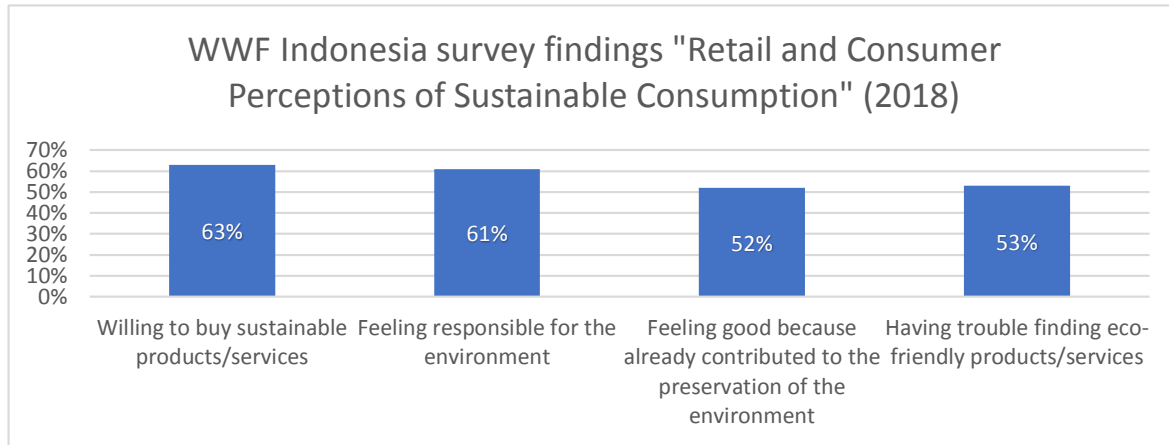
**Keywords:** Green Brand Equity, Green Brand Attachment, Green Brand Attitude, Green Self-Brand Connection, Green Word of Mouth

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## 1. Introduction

The current global market trend is increasingly leading to environmentally friendly products. Many businesses have formulated and implemented green marketing methods in order to gain more customers, indicating their commitment to social responsibility. Not only as social responsibility but producing green products is becoming an increasingly important and strategic issue in order to increase competitiveness.

Based on the data, nowadays, awareness of the use of products that adopt sustainable principles is increasing. Therefore, the percentage of the consumers who feel responsible for the surrounding environment can be a good opportunity for companies to promote or campaign green products to attract consumers.



**Figure 1: WWF Indonesia Survey Findings entitled "Retail and Consumer Perceptions of Sustainable Consumption"**  
 Source: (Katadata.co.id, 2018)

Companies are interested in finding innovative ways to promote their green products such as skin care products/cosmetics. For the example is the "Love Beauty and Planet" brand which creates green skin care/cosmetics products and promotes them as products that care about environmental issues with the #smallactsoftlove campaign. Love Beauty and Planet was founded by a group of like-minded individuals who feel that looking nice and doing good should be mutually beneficial. (*Love Beauty and Planet*, n.d.). Therefore, the Love Beauty and Planet brand was founded with a single aim in mind: everything we do must benefit both the body and the environment. Love Beauty & Planet's products consist of hair care (shampoo & conditioner) and skincare (body wash & body lotion).

Another example of green skin care/cosmetics is "The Body Shop". The Body Shop brand also contributes to environmental awareness by creating the #KerenTanpaNyampah campaign. The Body Shop persuades consumers not to throw away a product waste immediately but to reuse it and choose refill packaging. Reporting from the *The Body Shop* (2020), currently, The Body Shop is developing refill stations in 500 stores worldwide. In Indonesia, The Body Shop started in 1992 when it first opened in Indonesia, and now refill stations are back with more modern innovations. Not only that, but The Body Shop also has a mission to enrich all life on earth, both humans, animals, and their habitat ecosystems. It means working equitably with farmers and suppliers and helping the surrounding community thrive through our Community Trade programs, being 100% vegetarian, and fighting animal testing on our products.

In order to attract the attention of consumers who love the environment, green skin care/cosmetics producers must be able to increase their green brand equity. According to Chen (2010), green brand equity reflects the impression, understanding and concepts that are in the minds of consumers about the care of a green brand for the environment. To be able to create a strong green brand equity, Nguyen-Viet (2022) found the need to optimize the marketing mix, namely producing products that are truly environmentally friendly, setting the right price, selling products in certain places and promoting them by highlighting environmentally friendly features.

Environmental companies build brand equity by improving their image and gaining a new position in consumers' thoughts (Deniz & Onder, 2017). If a brand has significant brand equity and good brand recognition, consumers are more likely to purchase it (Chang & Chen, 2013) and spreading positive word-of-mouth about the brand.

Based on the results of research by Mehdikhani & Valmohammadi (2021), it should be a priority to build a strong Green Brand Equity and increase its value, because the stronger the Green Brand Equity, the more influential the Green Word of Mouth. The better consumer's

perception of the environmental care features attached to the brand, the more consumers feel comfortable and happy to use the brand (Green Brand Attachment). The better consumer's perception of environmental care features attached to the brand, the more consumers feel the closeness to the brand that can reflect their personality (Green Self-Brand Connection). The better consumer's perception of the environmental care features attached to the brand, the more consumers like and choose the brand (Green Brand Attitude). The better consumer's perception of environmental care features attached to the brand, the more people want to do Green Word of Mouth. According to the descriptions above, the "Love and Beauty Planet" brand should have a high level of Green Brand Equity, Green Brand Attachment, Green Self-Brand Connection, and Green Brand Attitude when using green products in order to enter the green product market because green practices can lead to loyalty, and loyal customers spread Green Word of Mouth by recommending green products.

One of the most essential factors in a consumer's decision-making process is word of mouth, which has a positive impact on post-purchase engagement (Hameed et al., 2021). As a result, Green Word of Mouth refers to how far a customer spreads positive and negative environmental signals about products and businesses to others. (Mehdikhani & Valmohammadi, 2021).

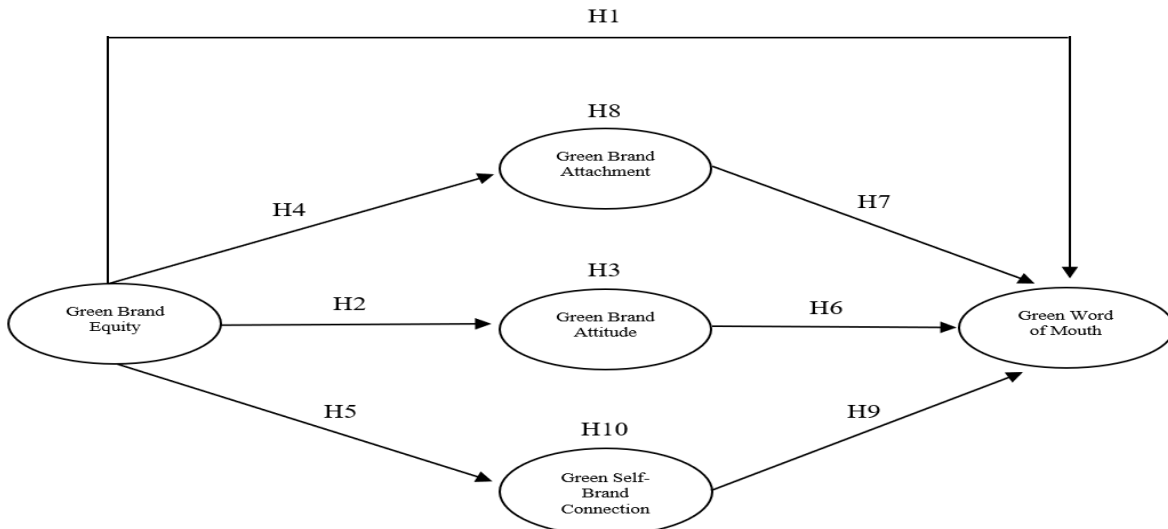
By understanding positive consequences of green brand equity that lead consumers' willingness to recommend green skin care products/cosmetics, marketers can create appropriate marketing strategy to enhance green brand equity.

## 2. Literature Review

The goal of this study, according to Mehdikhani & Valmohammadi (2021) is to investigate the impact of Green Brand Equity on Green Brand Attachment, Green Self-Brand Connection, Green Brand Attitude, and Green Word of Mouth. The mediating role of three primary components, namely Green Brand Attachment, Green Self-Brand Connection, and Green Brand Attitude, is also investigated in this study.

According to Mehdikhani & Valmohammadi (2021), the study results show that the higher the Green Brand Equity, the more frequent Green Word of Mouth will increase. The higher the Green Brand Equity, the more effect on the Green Brand Attitude. The higher the Green Brand Attitude, the more influential it will be on the Green Brand Attitude as a moderator of green Brand Equity and Green Word of Mouth. The higher the Green Brand Equity, the more the Green Brand Attachment is perceived by consumers. The higher the Green Brand Equity, the more the Green Self-Brand Connection is perceived by consumers. The higher the Green Brand Attachment, the more often Green Word of Mouth. The higher the Green Brand Attachment, the more influential it will be on the Green Brand Attachment as moderation of green Brand Equity and Green Word of Mouth. The higher the Green Self-Brand Connection, the more often Green Word of Mouth. The higher the Green Self-Brand Connection, the more positive it will be on the Green Self-Brand Connection as a moderator of green Brand Equity and Green Word of Mouth.

Based on the description above, the conceptual framework of this research is cited from Mehdikhani & Valmohammadi (2021) as follow:



**Figure 2: Conceptual Framework**

### **Green Brand Equity on Green Word of Mouth**

The brand equity concept, which refers to the positive elements or value contributed to a product by its brand name, has attracted much interest from researchers in the last decade (Yoo & Donthu, 2001). In today's era of environmental awareness, having a strong green brand equity can help businesses gain a competitive advantage in a variety of markets. This makes Green Brand Equity an added value to a brand that can reflect that a brand cares about environmental damage and attracts customers through campaigns about caring for the environment. Many businesses are now attempting to protect the environment while also utilizing it to explore new ways to boost the value of their brands.

According to prior research by Mehdikhani & Valmohammadi (2021), products and services that resolve environmental issues and provide better Green Brand Equity to customers attract more consumer attention, resulting in more purchases and recommendations of the green brand to others. Customer satisfaction with purchasing experiences increases brand loyalty and increases the likelihood of good word-of-mouth activities such as "spreading the word" or becoming "brand ambassadors" (Rambocas et al., 2018). Therefore, the first hypothesis is presented as follows:

H1: Green Brand Equity has a positive impact on Green Word of Mouth.

### **Green Brand Equity on Green Brand Attitude, Green Brand Attitude mediates the relationship between Green Brand Equity and Green Word of Mouth**

After the evaluation process through brand attitudes, usually consumers will give an evaluation of a brand. If the evaluation is a positive thing, then consumers will recommend it to others (word of mouth). And vice versa if the evaluation is negative, then consumers will give a bad review to a brand so that word of mouth has high enough power to change consumer attitudes. Rambocas et al., (2018) stated that having a positive attitude regarding a brand will result in positive purchasing intentions and brand acquisition. Hostile attitudes, on the other hand, will enhance customer intentions to switch providers, eventually leading to real switching activity. Consumers will behave well towards a brand if they believe it to be a favorable green indicator. As a result, according to Mehdikhani & Valmohammadi (2021), customers' attitudes about green brands may change as a result of the growth and strengthening of green brand equity in their perspective, and consumers may suggest these environmentally friendly brands and products to others. As a result of the above discussion, the following hypothesis is proposed:

H2: Green Brand Equity has a positive impact on Green Brand Attitude.

H3: Green Brand Attitude mediates the relationship between Green Brand Equity and Green Word of Mouth.

### **Green Brand Equity on Green Brand Attachment, Green Brand Equity on Green Self-Brand Connection**

The results of previous studies Mehdikhani & Valmohammadi (2021) shows that brand equity has a positive attachment to consumer attachment to the brand. According to Yu & Yuan (2019), brand equity refers to the value given to a product by consumers' attachments to a brand. In analyzing the "quality, depth, and strength" of a consumer's relationship with a brand, the brand attachment notion is related to brand relationship quality (Huang et al., 2018; C. W. Park et al., 2010).

The former emphasizes brand–self connections in terms of who a person is and a person's identity and it might be expected that when brands are identity based (e.g., a person's iMac is viewed as part of who he or she is and what he or she stands for), prominence is high because self-activation and brand activation co-occur (C. W. Park et al., 2010). Green self-brand connection occurs when consumers perceive green brands as part of themselves. Consumers will experience a deeper and stronger relationship between the green brand and themselves as a result of the green self-brand connection. Consumers who have a self-brand connection frequently have ideals that align with the values they see from their green brand. These values apply to brand ratings, product purchases or consumption, and readiness to pay higher prices despite the fact that many of the same products are still available at lower costs.

Dwivedi (2014) states that consumers are more inclined to create long relationships with brands that can deliver on their promises.. As a result from previous research Mehdikhani & Valmohammadi (2021), this research says that green brand equity leads to consumers interacting with green businesses, identifying and feeling green, and establishing green attitudes and a green self-brand connection as a result of earlier research. The following hypothesis is given as a result of establishing the green self-brand connection as a fundamental construct in the field of green marketing:

H4: Green Brand Equity has a positive impact on Green Brand Attachment.

H5: Green Brand Equity has a positive impact on Green Self-Brand Connection.

### **Green Brand Attitude on Green Word of Mouth, Green Brand Attachment on Green Word of Mouth, Green Brand Attachment mediates the relationship between Green Brand Equity and Green Word of Mouth**

Green brand attitude and green brand attachment are completely separate in the green marketing literature. Green brand attitude, on the other hand, is a favorable or negative assessment of a green brand, and green brand attachment is an emotional attachment to a green brand. Mehdikhani & Valmohammadi (2021) said that In the cognitive process, brand attitudes are formed, and brand attachment is formed in the emotional process. Considering emotions are fundamental to brand–self connection and prominent characteristics, they are frequently activated when attachment is strong. (C. W. Park et al., 2010).

When customers identify with a brand, they perceive it as their helper in achieving personal goals and resolving difficulties. When brands become a part of people's life, the emotional foundation for peacefulness, loyalty, trustworthiness, and closeness is laid. A combination of feelings and connections connecting to the brand's likeability, positioning, and integrity are likely to form the foundation of a brand's attitude reaction (Pongjit & Beise-Zee, 2015). In this situation, customers will feel strongly about a particular brand with a high green brand value. When consumers have strong thoughts about a green brand, they will continue to buy it and become loyal to it. Of course, any environmentally friendly purchase will have an impact on the growing demand for green items.

The impact of GWOM on a company's marketing strategy can be significant. Previous study Mehdikhani & Valmohammadi (2021) have argued that consumers have a stronger green brand attitude and have a better green brand attachment to green brands. Consumers are use green word of mouth to deliver a strong environmental message to others, encouraging them to buy the brand. Word of Mouth has been playing a persuasive role in influencing consumers' buying decisions as more consumers rely on word of mouth to evaluate products (Lin & Lu, 2010). Based on the discussion above, the following hypotheses are suggested:

H6: Green Brand Attitude has a positif impact on Green Word of Mouth.

H7: Green Brand Attachment has a positive impact on Green Word of Mouth.

H8: Green Brand Attachment mediates the relationship between Green Brand Equity and Green Word of Mouth.

### **Green Self-Brand Connection on Green Word of Mouth, Green Self-Brand Connection mediates the relationship between Green Brand Equity and Green Word of Mouth**

Self-Brand-Connection must be considered in the context of brand associations and their links to the consumer's self; the stronger these connections are to the self, the more meaningful they are (Hammerl et al., 2016). The self-brand connection analyzes the relationship between consumer identity and symbolic brand consumption, and it is critical in expressing customers' true feelings. The ability of a brand to satisfy people's psychological needs, strengthen their identity, and improve their connections with others is referred to as "green self-brand connection".

Considering consumers want to find brands that reflect their image, one of the factors that brand value impacts consumers psychologically is that it can boost their trust in a company. It can also be concluded that the green self-brand connection is the result of consumer involvement with the brand that comes from consumer experience. Based on consumer experience, consumers will usually feel the values that are included in the consumer's self-concept and see it as part of himself. Given the emotional connection created via experiences, it's logical to assume that customers will be more likely to tell their friends and family about their favorite brands and offer them positive recommendations (Rambocas et al., 2018).

The stronger the Self-Brand Connection in people, the more likely consumers will recommend the brand to others. Green Self-Brand Connection, according to Mehdikhani & Valmohammadi (2021), allows customers to consider green companies as extensions of themselves, which leads to advocacy and encourages others to buy and use green products. As a result, consider the following hypothesis:

H9: Green Self-Brand Connection has a positive impact on Green Word of Mouth.

H10: Green Self-Brand Connection mediates the relationship between Green Brand Equity and Green Word of Mouth.

### **3. Method**

The sample in this study were buyers from the Love Beauty And Planet and The Body Shop brands, the survey used an online survey and data collection could be done using non-probability sambling with the purposive sampling method, which means that respondents had to meet several criteria. This research has 19 indicators, so the minimum sample size needed is 190 ( $19 \times 10 = 190$ ). The criteria are those who have used products from the Love Beauty And Planet and The Body Shop brands in the last two years. To qualify as respondents, the first question asked to respondents was whether they had used products from the "Love Beauty and Planet" and/or "The Body Shop" brands within the last two years.

This study has 5 (five) variables, namely green brand equity on green brand attachment, green self-brand connection, green brand attitude and green word of mouth. The questionnaire consist

of three parts. The first part identifies whether the respondent has used The Body Shop/Love Beauty and Planet brand in the last two years. The second part identifies profile of the respondents.

**Table 1.** Profile of Respondent

| Characteristics       | Item                        | Percentage |
|-----------------------|-----------------------------|------------|
| <b>Sex</b>            | Male                        | 9.6%       |
|                       | Female                      | 90.4%      |
| <b>Age</b>            | 21-30 years                 | 95.7%      |
|                       | 31-40 years                 | 2.9%       |
|                       | 41-50 years                 | 1%         |
|                       | >50 years                   | 0.5%       |
| <b>Working Status</b> | Working                     | 34%        |
|                       | Not Working                 | 66%        |
| <b>Profession</b>     | Employee                    | 38%        |
|                       | Entrepreneur                | 25.4%      |
|                       | Private-Employee            | 28.2%      |
|                       | ASN                         | 5.6%       |
|                       | Professional                | 2.8%       |
| <b>Unemployed</b>     | Student                     | 95.7%      |
|                       | Housewife                   | 4.3%       |
| <b>Income</b>         | 1,500,000.00 - 3,000,000.00 | 56%        |
|                       | 3,000,000.00 - 6,000,000.00 | 29.7%      |
|                       | 6,000,000.00 - 9,000,000.00 | 6.2%       |
|                       | >9,000,000.00               | 8.1%       |
| <b>Expense</b>        | 1,000,000.00 - 3,000,000.00 | 73.2%      |
|                       | 3,000,000.00 - 5,000,000.00 | 18.2%      |
|                       | 5,000,000.00 - 7,000,000.00 | 4.8%       |
|                       | 7,000,000.00                | 3.8%       |

The third part identifies 4 constructs with a total 19 item indicators using a five-point likert, consisting of 1 (Strongly Disagree) until 5 (Strongly Agree).

**Table 2.** Survey Items

| Code                      | Indicators  | Sources                          |
|---------------------------|---|----------------------------------|
| <b>Green Brand Equity</b> | If another brand has similar environmental features like this brand, I prefer to buy this brand.      | Mehdikhani & Valmohammadi (2021) |
|                           | If another brand has a good environmental performance, I would prefer to use this brand.              |                                  |
|                           | If the brand's environmental attitude is not different from other brands, I prefer to buy this brand. |                                  |
|                           | If the other brands have the same environmental obligations, I will prefer to buy this brand.         |                                  |

| Code                               | Indicators   | Sources                          |
|------------------------------------|--|----------------------------------|
| <b>Green Brand Attachment</b>      | Adapting the brand to the environment makes me feel comfortable with my brand.<br>The environmental concern of the brand makes me passionate about it.<br>Environmental performance with the green brand makes it enjoyable.<br>The environmental features of this brand attract me to buy it.   | Mehdikhani & Valmohammadi (2021) |
| <b>Green Self-Brand Connection</b> | My preferred eco-brand shows who I am.<br>I can identify my preferred eco-brand.<br>I feel a personal connection with my preferred eco-brand.<br>My brand is consistent with my personality.   | Mehdikhani & Valmohammadi (2021) |
| <b>Green Brand Attitude</b>        | I prefer this green brand because it is environmentally-friendly.<br>I like this green brand because of environmental concerns.<br>I think that this green brand is worth considering its environmental performance.   | Mehdikhani & Valmohammadi (2021) |
| <b>Green Word of Mouth</b>         | I strongly recommend this product due to its proper environmental image.<br>I strongly recommend this product due to its environmental features.<br>I strongly recommend this product to buy this product since this brand protects the environment.<br>Given the environmental performance of this product, I can say good things about it. | Mehdikhani & Valmohammadi (2021) |

The purpose of a validity test is to see whether the instrument accurately measures or represents variables. The test will evaluate if the measurement accurately measures what it claims to. This exam will also demonstrate how well the results acquired via the use of measures correspond to the theories for which the test was created (Sekaran & Bougie, 2016). The outcome can be used to determine how accurate the indicator is at measuring the variable (Hair et al., n.d.). The factor loading in this study with 209 individuals can be appraised as follows, using practical significance as a criterion (Hair et al., n.d.).

- 1) Indicator is invalid if Standardized Factor Loading < (0.4)
- 2) Indicator is valid if Standardized Factor Loading  $\geq$  (0.4)

Indicators of stability and consistency that are used by instruments to measure concepts and help access goodness of measurement are Measurement reliability (Sekaran & Bougie, 2016). The Cronbach's Alpha Coefficient is used in the internal consistency reliability test to determine how homogeneous and reflective the items (Sekaran & Bougie, 2016). Indicators to determine the reliability of actions are:

- 1) If Cronbach's Alpha  $\geq$  0.60 means Cronbach's Alpha is Reliable
- 2) If Cronbach's Alpha  $\leq$  0.60 means Cronbach's Alpha is Not reliable



**Table 3. Validity and Reliability Test**

| No.                                | Variable/ Indicator  | Factor Loading | Cronbach's Alpha | Decision |
|------------------------------------|--|----------------|------------------|----------|
| <b>Green Brand Equity</b>          |  |                | 0.865            | Reliable |
| 1                                  | If another brand has similar environmental features like this brand, I prefer to buy this brand      | 0.854          |                  | Valid    |
| 2                                  | If another brand has a good environmental performance, I would prefer to use this brand              | 0.877          |                  | Valid    |
| 3                                  | If the brand's environmental attitude is not different from other brands, I prefer to buy this brand | 0.766          |                  | Valid    |
| 4                                  | If the other brands have the same environmental obligations, I will prefer to buy this brand         | 0.892          |                  | Valid    |
| <b>Green Brand Attachment</b>      |  |                | 0.804            | Reliable |
| 1                                  | Adapting the brand to the environment makes me feel comfortable with my brand                        | 0.823          |                  | Valid    |
| 2                                  | The environmental concern of the brand makes me passionate about it                                  | 0.851          |                  | Valid    |
| 3                                  | Environmental performance with the green brand makes it enjoyable                                    | 0.771          |                  | Valid    |
| 4                                  | The environmental features of this brand attract me to buy it  | 0.735          |                  | Valid    |
| <b>Green Self-Brand Connection</b> |  |                | 0.844            | Reliable |
| 1                                  | My preferred eco-brand shows who I am  | 0.850          |                  | Valid    |
| 2                                  | I can identify my preferred eco-brand  | 0.763          |                  | Valid    |
| 3                                  | I feel a personal connection with my preferred eco-brand   | 0.849          |                  | Valid    |
| 4                                  | My brand is consistent with my personality   | 0.836          |                  | Valid    |
| <b>Green Brand Attitude</b>        |  |                | 0.830            | Reliable |
| 1                                  | I prefer this green brand because it is environmentally-friendly                                     | 0.865          |                  | Valid    |
| 2                                  | I like this green brand because of environmental concerns  | 0.915          |                  | Valid    |
| 3                                  | I think that this green brand is worth considering its environmental performance                     | 0.810          |                  | Valid    |
| <b>Green Word of Mouth</b>         |  |                | 0.906            | Reliable |
| 1                                  | I strongly recommend this product due to its proper environmental image                              | 0.901          |                  | Valid    |
| 2                                  | I strongly recommend this product due to its environmental features                                  | 0.900          |                  | Valid    |
| 3                                  | I strongly recommend this product to buy this product since this brand protects the environment      | 0.920          |                  | Valid    |
| 4                                  | Given the environmental performance of this product, I can say good things about it                  | 0.810          |                  | Valid    |

#### 4. Result and Discussion

Testing the appropriate hypothesis for this study, namely by statistical methods using structural equation model (SEM) analysis because according to Sekaran & Bougie (2016), this method can predict changes in the dependent variable (dependent) associated with changes that occur on the independent variable (independent). In this study, there are 10 (ten) hypotheses which refer to previous research conducted by Mehdikhani & Valmohammadi (2021). The error tolerance limit used is 5% ( $\alpha=0.05$ ) with the basis for making the following decisions:

- 1) If the p-value  $\leq 0.05$  then  $H_0$  is rejected, meaning that there is a significant relationship. The conclusions drawn, the decision hypothesis is supported.
- 2) If the p-value  $> 0.05$ , then  $H_0$  is accepted, meaning that there is no significant relationship. The conclusion drawn, the decision hypothesis is not supported.

**Table 5.** Hypothesis Testing (Direct)

| Hypothesis  | Estimate | p-value | Conclusion    |
|---|----------|---------|---------------|
| H1: Green Brand Equity → Green Word of Mouth          | -0.095   | 0.227   | Not Supported |
| H2: Green Brand Equity → Green Brand Attitude         | 0.361    | 0.000   | Supported     |
| H4: Green Brand Equity → Green Brand Attachment       | 0.287    | 0.000   | Supported     |
| H5: Green Brand Equity → Green Self-Brand Connection  | 0.609    | 0.000   | Supported     |
| H6: Green Brand Attitude → Green Word of Mouth        | 0.515    | 0.000   | Supported     |
| H7: Green Brand Attachment → Green Word of Mouth      | 0.327    | 0.000   | Supported     |
| H9: Green Self-Brand Connection → Green Word of Mouth | 0.312    | 0.000   | Supported     |

For testing the effects of the mediating variables of Green Brand Attitude, Green Brand Attachment, and Green Self-Brand Connection, the steps adopted were adopted from Baron & Kenny (1986).

**Table 6.** Hypothesis Testing (Indirect)

| Model                          | Estimate | P-value | Conclusion                                     |
|--------------------------------|----------|---------|--|
| <b>Hypothesis 3</b>            |          |         |  |
| 1st Model                      |          |         |  |
| There is an effect of X on Y   | 0,326    | 0,000   | Condition (c) is fulfilled (Sig.)              |
| 2nd Model                      |          |         |  |
| There is an effect of X on INT | 0,294    | 0,000   | Condition (a) is fulfilled (Sig.)              |
| There is an effect of INT on Y | 0,740    | 0,000   | Condition (b) is fulfilled (Sig.)              |
| There is an effect of X on Y   | 0,108    | 0,021   | Condition (c) is fulfilled (to be Sig/not Sig) |

**Hypothesis 8**

## 1st Model

There is an effect of X on Y      0,326      0,000      Condition (c) is fulfilled (Sig.)

## 2nd Model

There is an effect of X on INT      0,240      0,000      Condition (a) is fulfilled (Sig.)

There is an effect of INT on Y      0,798      0,000      Condition (b) is fulfilled (Sig.)

There is an effect of X on Y      0,133      0,016      Condition (c) is fulfilled (to be Sig/not Sig)

**Hypothesis 10**

## 1st Model

There is an effect of X on Y      0,326      0,000      Condition (c) is fulfilled (Sig.)

## 2nd Model

There is an effect of X on INT      0,635      0,000      Condition (a) is fulfilled (Sig.)

There is an effect of INT on Y      0,649      0,000      Condition (b) is fulfilled (Sig.)

The first hypothesis examines the impact of Green Brand Equity on the Green Word of Mouth. The results of this study indicate that there is no impact of Green Brand Equity on the Green Word of Mouth. It means that even though consumers think that the brand remains the primary consumer preference when there are other similar green brands, consumers will not necessarily do a Green Word of Mouth where consumers will provide recommendations or say good things to others about the brand.

The result of this study does not support the previous research Mehdikhani & Valmohammadi (2021) because Green Brand Equity could not directly impact the Green Word of Mouth. The explanation why the hypothesis is not supported is because:

1. It is suspected that there is a role for variable satisfaction as an intervening as described by J. A. Park et al. (2019).
2. The effect of Green Brand Equity on Green Word of Mouth is an indirect effect because it must go through a Green Brand Attitude first as evidenced by Mehdikhani & Valmohammadi (2021)

The second hypothesis examines the effect of Green Brand Equity on the Green Brand Attitude. The results of this study indicate that there is an impact of Green Brand Equity on the Green Brand Attitude. It means that the more consumers think that the brand remains the primary consumer preference even though there are other similar brands, the more consumers will have a favorable attitude towards the brand. The more consumers think they would prefer to use the brand because the brand has a good environmental performance, the more consumers will have a favorable attitude towards the brand. The more consumers think their prefer to buy the brand even though brand's environmental attitude is not different from other brand, the more consumers will have a favorable attitude towards the brand. The more consumers think their prefer to buy the brand even though other brands have the same environmental obligations, the more consumers will have a favorable attitude towards the brand.

The third hypothesis examines the impact of Green Brand Equity on Green Word of Mouth when mediated by Green Brand Attitude. It The more consumers prefer a brand or certain that has environmentally friendly features, the consumers will have a good attitude towards the brand which encourages them to do Green Word of Mouth. The more consumers think they will choose to use the brand because the brand has a good environmental performance, the

consumers will have a good attitude towards the brand which encourages them to do Green Word of Mouth. The more consumers think they prefer to buy a brand even though the brand's environmental attitude is not different from other brands, the more consumers will have a favorable attitude towards the brand which encourages them to do Green Word of Mouth. The more consumers think they prefer to buy a brand even though other brands have the same environmental obligations, the more consumers will have a favorable attitude towards the brand that encourages them to do a Green Word of Mouth.

The fourth hypothesis examines the impact of Green Brand Equity on the Green Brand Attachment. The results of this study indicate that there is an impact of Green Brand Equity on the Green Brand Attachment. It means that the more consumers think that the brand remains the primary consumer preference when there are other similar brands, the consumers will be more comfortable and also make consumers more interested to buy the brand. The more consumers think they would prefer to use the brand because the brand has a good environmental performance, the consumers will be more comfortable and also make consumers more interested to buy the brand. The more consumers think their prefer to buy the brand even though brand's environmental attitude is not different from other brand, the consumers will be more comfortable and also make consumers more interested to buy the brand. The more consumers think their prefer to buy the brand even though other brands have the same environmental obligations, the consumers will be more comfortable and also make consumers more interested to buy the brand.

The fifth hypothesis examines the impact of Green Brand Equity on the Green Self-Brand Connection. The results of this study indicate that there is an impact of Green Brand Equity on the Green Self-Brand Connection. It means that the more consumers think that the brand remains the primary consumer preference when there are other similar brands, the more consumers will feel connected personally because the brand shows the similarity of personality with consumers. The more consumers think they would prefer to use the brand because the brand has a good environmental performance, the more consumers will feel connected personally because the brand shows the similarity of personality with consumers. The more consumers think their prefer to buy the brand even though brand's environmental attitude is not different from other brand, the more consumers will feel connected personally because the brand shows the similarity of personality with consumers. The more consumers think their prefer to buy the brand even though other brands have the same environmental obligations, the more consumers will feel connected personally because the brand shows the similarity of personality with consumers.

The sixth hypothesis examines the impact of Green Brand Attitude on the Green Word of Mouth. The results of this study indicate that there is an impact of Green Brand Attitude on the Green Word of Mouth. The more consumers prefer the brand because it is environmentally-friendly, the more consumers will recommend and disseminate good things about the brand to others. The more consumers like the brand because of environmental concerns, the more consumers will recommend and disseminate good things about the brand to others. The more consumers think that the brand is worth considering its environmental performance, the more consumers will recommend and disseminate good things about the brand to others.

The seventh hypothesis examines the impact of Green Brand Attachment on the Green Word of Mouth. The results of this study indicate that there is an impact of Green Brand Attachment on the Green Word of Mouth. The more consumers comfortable with the brand because the brand adapts to the environment, the more consumers will recommend and spread good things about the brand to others. The more consumers passionate about the brand because of the brand's environmental concern, the more consumers will recommend and spread good things about the brand to others. The more consumers enjoy with the brand because of the brand's environmental performance, the more consumers will recommend and spread good things

about the brand to others. The more consumers attract to buy the product of the brand because the brand's environmental features, the more consumers will recommend and spread good things about the brand to others.

The eighth hypothesis examines the impact of Green Brand Equity on Green Word of Mouth when mediated by Green Brand Attachment. It means the more consumers prefer a brand or certain that has environmentally friendly features, the consumers will be more comfortable and also make consumers more interested in buying the brand, thus encouraging consumers to do Green Word of Mouth.. The more consumers think they will prefer to use the brand because the brand has a good environmental performance, consumers will be more comfortable and also make consumers more interested in buying the brand, thus encouraging consumers to do Green Word of Mouth. The more consumers think that they prefer to buy the brand even though the brand's environmental attitude is not different from other brands, the more comfortable consumers will be and also make consumers more interested in buying the brand, thus encouraging consumers to do Green Word of Mouth. The more consumers think they prefer to buy the brand even though other brands have the same environmental obligations, consumers will be more comfortable and also make consumers more interested in buying the brand, thus encouraging consumers to do Green Word of Mouth.

The ninth hypothesis examines the impact of the Green Self-Brand Connection on the Green Word of Mouth. The results of this study indicate that there is an impact of the Green Self-Brand Connection on the Green Word of Mouth. The more consumers feel the eco- brand, the consumer's choice shows who the consumer is, the more consumers will recommend and disseminate good things about the brand to others. The more consumers can identify consumers' preferred eco-brand, the more consumers will recommend and disseminate good things about the brand to others. The more consumers feel a personal connection with their preferred eco brand, the more consumers will recommend and disseminate good things about the brand to others. The more consumers think the brand is consistent with their personality, the more consumers will recommend and disseminate good things about the brand to others.

The tenth hypothesis examines the impact of Green Brand Equity on Green Word of Mouth when mediated by Green Self-Brand Connection. It means the more consumers prefer a brand or certain that has environmentally friendly features, the more consumers will feel personally connected because the brand shows a similar personality with consumers, thus encouraging consumers to do Green Word of Mouth. The more consumers think they will prefer to use the brand because the brand has a good environmental performance, the more consumers will feel connected personally because the brand shows a similar personality with consumers, thus encouraging consumers to do Green Word of Mouth. The more consumers think they prefer to buy the brand even though the brand's environmental attitude is not different from other brands, the more consumers will feel connected personally because the brand shows a similar personality with consumers, thus encouraging consumers to do Green Word of Mouth. The more consumers think they prefer to buy the brand even though other brands have the same environmental obligations, the more consumers will feel personally connected because the brand shows a similar personality with consumers, thus encouraging consumers to do Green Word of Mouth.

## 5. Conclusions

From the result, we can conclude that there are positive impact between Green Brand Equity on the Green Brand Attitude, Green Brand Attitude as a mediator between Green Brand Equity and Green Word of Mouth, Green Brand Equity on the Green Brand Attachment, Green Brand Equity on the Green Self-Brand Connection, Green Brand Attitude on the Green Word of Mouth, Green Brand Attachment on the Green Word of Mouth, Green Brand Attachment as a

mediator between Green Brand Equity and Green Word of Mouth, There is an impact of Green Self-Brand Connection on the Green Word of Mouth, Green Self-Brand Connection as a mediator between Green Brand Equity and Green Word of Mouth. Although almost all hypotheses have a positive impact, there is one hypothesis that does not have an impact, namely Green Brand Equity on the Green Word of Mouth.

Based on the results of the research that has been done, the managerial implications that can be input for brands "Love and Beauty Planet" and "The Body Shop" in the research of The Consequences of Green Brand Equity, which are as follows:

1. Brands must improve and develop environmental performance by providing additional environmental features and rewards; for example, bringing recycled packaging with specific criteria will get bonus points or discounted prices.
2. Brands must maintain strong green values as environmentally friendly products because consumers will choose "Love Beauty and Planet" and "The Body Shop" brands as their first choice of green products, for example is by displaying environmental features on the brand's product packaging such as label design and using materials environmentally friendly product packaging.
3. Brands must maintain strong environmental performance and features because consumers will choose "Love Beauty and Planet" and "The Body Shop" brands as the product of choice that makes them feel comfortable with these green products. For example is by showing the environmental performance of green brands on advertisements created by brands especially in social media such as Instagram, Facebook, Twitter, and Youtube which tell about environmental damage and the brand's struggles in reducing environmental damage and its impact with green movements made by the brand. Brands must also show environmental features that are the main characteristics of advertisements in order to attract customers to buy their products.
4. Brands can design ad scenarios featuring people who care about the environment and consuming green skin care products.
5. Consumers can give the used items (such as bottles) back to the store to be recycled into new products.
6. Brand can expand the availability of the products to retailers.

This research has several limitations which can be used as a consideration in future research. Firstly, this study consists of 5 variables, namely Green Brand Equity, Green Brand Attachment, Green Brand Attitude, Green Self-Brand Connection, and Green Word of Mouth, although there may be other variables that can improve the consequences of green brand equity. Secondly, the numbers of respondents are not enough to generalize the findings. Future research should increase the numbers of respondents and add more variables to enrich the research model, such as satisfaction (J. A. Park et al., 2019).

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