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Relationships Between Green Brand Equity and Key Green Customer Attitudes and Behavior Tendencies: The Mediating Role of Green Brand Loyalty*

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Abstract

The aim of this study is to examine the relationships between consumer-based green brand equity (CBGBE), green brand satisfaction (GBS), green brand loyalty (GBL), green brand trust (GBT), and perceived green customer value (PGCV) from the perspective of consumers in a province in Turkey, as well as the mediating role of green brand loyalty (GBL) in these relationships. For this purpose, a quantitative research approach was adopted, utilizing a correlational research type and a field study design (correlational survey model). Using the convenience sampling method, data was collected by a questionnaire 400 consumers aged 18 and over living in Konya province through a face-to-face and online platform. In data analysis, descriptive statistics, exploratory factor analysis, Pearson correlation analysis, and regression analysis based on the bootstrap method were used. The results revealed that there are positive and significant relationships between consumer-based GBE and GBS, GBL, GBT and PGCV. In addition, it has been determined that GBL mediates the relationships between GBS, GBT, PGCV and GBE. These results indicate that these key consumer tendencies examined in the study have an important role in the development of GBE. This study, in which four key consumer tendencies are discussed together, contains important results with its originality in broadening the scope of the subject by also considering the mediating role of GBL in the development of GBE. Therefore, in addition to enriching the conceptual literature of the study, it is thought that the results will also be useful for researchers conducting studies on the subject with expanded variables and decision makers in practice who aim to develop green brand equity.

Keywords: Consumer-Based Green Brand Equity (CBGBE), Green Brand Satisfaction (GBS), Green Brand Loyalty (GBL), Green Brand Trust (GBT), Perceived Green Customer Value (PGCV)

JEL Classification: M30, M31, M39

1. Introduction

From the past to the present, modern economic activities have seriously degraded environmental quality (Ha, 2020: 2385; Ha, 2021: 1) and caused significant problems worldwide. Due to environmental degradation, both environmental protection regulations and consumers' increasing awareness of the consequences of their consumption actions have led to the emergence of more environmentally conscious attitudes and behaviors (Chen, 2010: 308; Ishaq, 2021: 560; Kang & Hur, 2012: 307; Khan et al., 2022: 2; Nguyen-Viet, 2022a: 1), prompting businesses to focus more on environmentally friendly practices (Ishaq & Di Maria, 2020: 15; Nguyen-Viet, 2022b: 1; Nguyen-Viet, 2022c: 87). In order to develop effective responses to changing consumer demands and increasing competition, businesses have been compelled to adopt environmentally friendly, sustainable practices that take into account the needs of future generations (Chen & Chai, 2010: 28), and the ability to turn this into an opportunity has become more and more strategically important. In other words, the emergence of a growing awareness of environmental and sustainability issues (Chen, 2011: 384; Ishaq, 2021: 560; Tiwari, 2022: 3) and the formation of a broad

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consumer segment that is becoming more conscious every day (Delafrooz & Goli, 2015: 2; Kang & Hur, 2012: 307; Nguyen-Viet, 2022a: 1; Qayyum et al., 2022: 3), has brought the issue to the forefront of businesses' agendas with contemporary concepts and necessitated a review of marketing strategies (Ha et al., 2022: 905; Uygun & Sarıkaya, 2022: 38). Changing consumer demands and intensifying competition have made it increasingly important for businesses to develop awareness of green practices and align them with their business strategies in order to survive (Ishaq, 2021: 560; Nguyen-Viet, 2022c: 87). Strict regulations on environmental issues and increasing green consumption trends have led most businesses to adopt a "green marketing" approach (Ha, 2021: 1; Khan et al., 2022: 3; Nguyen-Viet, 2022c: 87), and targeting green consumer segments (Nguyen-Viet & Anh, 2022: 1055) has become a more common strategy. Most businesses try to integrate green marketing into their corporate strategies to differentiate their offerings and gain a competitive advantage (Issock et al., 2020: 406). Therefore, while we are witnessing an increasing number of businesses turning to green practices (Chang, 2015: 4830; Wang et al., 2018: 426), it is striking that there is significant debate about the necessity of integrating these practices into all business strategies in the near future (Uygun & Sarıkaya, 2022: 38).

As environmental problems increase, both businesses and consumers are showing more interest in green consumption (Cuesta-Valino et al., 2021: 3326). For example, green products increased by 73% in 2010 compared to 2009. Investments in the global green technology and sustainability market amounted to $11.2 billion in 2020 and are expected to reach $36.6 billion by the end of 2025, exceeding an annual growth rate of 26.6%. These developments may facilitate the market's adoption of green practices and sustainability-related products and services (Ha, 2022: 1-2). Accordingly, businesses have begun to develop awareness that if they offer products and services that address consumers' environmental concerns, consumers are more likely to choose them (Kang & Hur, 2012: 307; Ng et al., 2014: 203; Nguyen-Viet, 2022a: 2; Nguyen-Viet, 2022b: 2; Nguyen-Viet, 2022c: 87). This awareness has led businesses to turn to green marketing, which is considered one of the most important sustainable marketing approaches. The concept of green marketing encompasses all green initiatives or practices observed in all business activities (Ha, 2021: 1).

Studies conducted in the literature focus on different aspects of green marketing. Chamorro and colleagues (2009) argue in their systematic literature review on the subject that 50% of publications are divided into two research streams: green consumers and green communication. The first trend, categorized as a behavioral perspective, focuses on examining the relationships between basic environmental consumer interest and other consumption values, general attitudes toward green products, and environmentally friendly consumption behavior. The second research trend, which is categorized from a brand perspective and is relatively new in the field of green marketing and is gaining momentum every day, attempts to explain the impact of green brand initiatives on consumer attitudes and behaviors towards these brands (Butt et al., 2017: 508). According to Uygun and Sarıkaya (2022: 39), these two focuses are interrelated; while green consumption in the behavioral school is examined based on fundamental variables related to consumer behavior, the brand-focused school investigates how the values carried by certain brands can facilitate consumers' willingness to become green consumers. It is noteworthy that studies in the literature have been conducted mostly within a behavioral framework, and that studies focusing on green branding have gained momentum in recent years. In behavioral studies, it is understood that the role of the brand in facilitating consumers' ability to convert their tendencies into action has been overlooked (Butt et al., 2017: 508). Although consumer interest in eco-friendly brands has been growing steadily in recent years, consumer acceptance of eco-friendly brands remains a problem in many cases (Saari et al., 2020: 1); therefore, this situation highlights the need for a better understanding of consumer decisions regarding eco-friendly brands.

A brand is considered a valuable asset with a high level of distinctiveness for any business (Katarina & Saini, 2020: 62). Today's changing and evolving consumer demands and increasingly intense competitive environment require businesses to differentiate themselves in the market (Feiz & Moradi, 2020: 1444), create value for their customers (Rehman et al., 2014: 90), and improve their performance (Zhang et al., 2015: 47), and the way to achieve this is through strong brands. Therefore, how to create strong brands, or in other words, what elements make a brand truly strong (Delgado-Ballester & Munuera-Aleman, 2005: 187), is a vital issue, and in this regard, the importance of establishing a strong consumer-brand relationship is emphasized (Altaf et al., 2017: 219; Rehman et al., 2014: 90). Brand equity (BE), which is considered to be very important in creating customer value, differentiation (developing brand distinctiveness perception),

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evaluating brand performance, and thus gaining competitive advantage, is accepted as one of the most important tools with a powerful differentiating function for developing and maintaining consumer-brand relationships (Altaf et al., 2017: 219; Chen, 2010: 307; Cuesta-Valino et al., 2021: 3327; Delgado-Ballester & Munuera-Aleman, 2005: 187; Ding & Tseng, 2015: 994; Feiz & Moradi, 2020: 1447; Ha, 2021: 2; Ha, 2022: 2; Ishaq & Di Maria, 2020: 17; Keller, 1993: 8; Nguyen-Viet, 2022c: 87; Srinivasan et al., 2005: 1433; Zhang et al., 2015: 47). BE increases the effectiveness of marketing initiatives (Ha, 2022: 2) and, in this respect, represents one of the key indicators of brand success (Ishaq & Di Maria, 2020: 17; Keller, 1993: 8; Nguyen-Viet, 2022a: 2). Therefore, since the late 1980s, it has attracted attention as one of the most important marketing concepts in academia and practice.

With the spread of green marketing, BE has also become important in terms of these practices (Gorska-Warsewicz et al., 2021: 3; Ha, 2020: 2385), and green brand equity (GBE) was first introduced by Chen (2010) in 2010. In this new eco-friendly era, businesses have a greater responsibility to identify opportunities to enhance the environmental credentials of their products in order to strengthen their BE (Delafrooz & Goli, 2015: 2; Kang & Hur, 2012: 307; Nguyen-Viet, 2022b: 2; Nguyen-Viet, 2022c: 87). Therefore, one of the primary issues that businesses should focus on is (Qayyum et al., 2022: 3) GBE represents a relatively new and current field that has recently attracted attention in research and practice (Bekk et al., 2016: 1727; Gorska-Warsewicz et al., 2021: 1; Khan et al., 2022: 1).

Consumers are increasingly inclined to choose environmentally friendly products or brands (Ha, 2022: 2 Nguyen-Viet, 2022a: 1; Nguyen-Viet, 2022c: 87). In this sense, increasing competition is putting pressure on businesses to adopt green management and marketing approaches and become more environmentally friendly (Nguyen-Viet, 2022b: 1), requiring them to focus on creating a competent green brand by aligning all aspects of their marketing mix with green practices (Ha, 2021: 1). Therefore, most businesses are undergoing a process of transforming their operations in order to strengthen their environmental commitments and achieve higher GBE (Ishaq et al., 2022: 453). However, in this process, it is crucial to determine what aspects are important for a brand to be perceived as environmentally friendly (Cuesta-Valino et al., 2021: 3327). This requires a more comprehensive view of the factors that have been decisive in the development of GBE. In this sense, most experts in the field (Ha, 2021: 9; Ishaq, 2021: 562; Nguyen-Viet & Anh, 2022: 1056) strongly emphasize the need to expand and increase studies on green marketing to include factors that determine GBE in particular.

Researchers have examined BE from the perspective of investors and producers (businesses) in financial terms and from the perspective of consumers (Cuesta-Valino et al., 2021: 3327; Ha, 2020: 2386; Ishaq & Di Maria, 2020: 16). When considering that value for the consumer is essential for value for the investor, producer, or retailer (Cuesta-Valino et al., 2021: 3327), the importance of addressing the issue from the consumer’s perspective becomes apparent. Therefore, in this study as well, this approach has been adopted. From a consumer-based perspective, BE evolves over time based on consumers’ experiences and brand perceptions (Yao et al., 2021: 578) and expresses consumer attitudes and behaviors toward a brand (Mehdikhani & Valmohammadi, 2022: 296). It is understood that key consumer tendencies may play an important role in the development of multidimensional consumer-based brand equity (CBBE) (Ha, 2020: 2386; Jeremias & Pena, 2021: 1053; Khan et al., 2022: 1), which includes the consumer’s experience, knowledge, and feelings about a brand (Feiz & Moradi, 2020: 1447; Shanti & Joshi, 2022: 5765). Therefore, one of the most appropriate ways to examine BE is to consider it within the framework of models related to key consumer tendencies (Butt et al., 2017; Ha, 2021: 2; Kang & Hur, 2012; Ng et al., 2014). In recent years, it has been observed that BE has begun to be addressed in the literature as existing outside the business and being hidden in end users' relationships with brands (Kang & Hur, 2012: 307). While it is possible to frequently encounter research results in the literature that address the relationships between key consumer attitudes and behavioral tendencies such as brand satisfaction, brand loyalty, brand trust, and perceived customer value toward the brand, and that indicate that these variables may be decisive in the development of BE, it is noteworthy that the subject has not been sufficiently addressed in terms of green brands. In other words, it appears that previous studies, which tended to adopt a behavioral perspective, have relatively neglected consumers’ key attitudes and behavioral tendencies in terms of GBE. In the few studies conducted on this subject (Chen, 2010; Butt et al., 2017; Delafrooz & Goli, 2015; Ha, 2021; Kang & Hur, 2012; Ng et al., 2014), it is noticeable that only some of these key consumer tendencies have been addressed. From this perspective, there is a need to broaden the scope of the issue with an integrated approach. Furthermore, it is noteworthy that the few studies conducted on this subject are largely limited to various Asian countries such as Taiwan, Pakistan, Iran, Vietnam, South Korea, and Malaysia. Based on this, this study aims to examine the relationships between GBE and key green brand tendencies, consisting of brand satisfaction, brand loyalty, brand trust, and perceived value of the brand from the perspective of consumers in the context of a Central Anatolian city in Turkey. In other words, the study focuses on the role of key green consumer attitudes and behavior tendencies in the development of GBE by seeking to answer the fundamental question of how consumer-based GBE can be developed, taking into account the expanded scope of these tendencies. In this respect, it can be said that this study has the potential to expand the scope of the limited number of studies in the literature that have addressed key consumer tendencies. This is important both in terms of conceptual literature, researchers working on this topic and decision-makers in practice.

The subsequent sections of the five-part study cover, in order, the conceptual framework underlying the research, the research hypotheses related to the relevant literature, the research methodology, the research results, related interpretations and discussions, the main conclusions reached, and various recommendations within this framework.

2. Conceptual Framework and Literature Review

This section of the study contains the conceptual framework. In this sense, the relevant literature was reviewed, the variables addressed in the study were conceptualized, and hypotheses were formulated based on basic models and research related to the subject.

2.1. Consumer-Based Green Brand Equity

"Brand equity (BE)", which is considered to be very important in creating customer value, thereby achieving sustainable competitive advantage by differentiating (Altaf et al., 2017: 219; Cuesta-Valino et al., 2021: 3328; Nguyen-Viet, 2022b: 3), evaluating brand performance and success (Feiz & Moradi, 2020: 1447; Ha, 2021: 2; Nguyen-Viet, 2022a: 2) has become one of the most important marketing concepts in both academic and practical fields since the late 1980s. BE represents a valuable intangible asset (Ding & Tseng, 2015: 994) that provides numerous benefits to businesses. Strong BE provides various financial and non-financial benefits to the business, such as improving competitiveness and providing a range of options for brand expansion (Ha, 2020: 2386). It also provides managers with an approach to understanding consumers' wants and preferences, and serves as a link between previous and future marketing efforts, providing a foundation to guide future activities (Ha, 2021: 2; Keller, 1993: 8). In this sense, a strong BE increases the effectiveness of marketing initiatives. The more BE increases, the greater the ability of businesses to increase sales, reduce costs, increase profitability and implement an effective marketing mix (Ha, 2022: 2; Keller, 1993: 8). Strong BE adds value to a product or service, making it more preferable from the consumer's perspective than other products. A strong BE provides a "brand platform" for expanding the product line or licensing the brand, "brand resilience" to quickly recover from a crisis and reduce its negative impact on the business, and "brand dominance" to help a business stand out from competitors and dominate the market (Ha et al., 2022: 909). Therefore, a strong BE requires an examination of the variables that determine it.

BE can be addressed in various ways depending on specific objectives. When the goal is to develop more effective marketing strategies and tactics, the focus for the BE is on brand effects on the individual consumer. This consumer-based perspective has the important advantage of enabling managers to think specifically about how marketing programs improve the value of their brands (Keller, 1993: 8). According to the consumer-based perspective, BE evolves over time from consumers' brand experiences and perceptions (Yao et al., 2021: 578). BE consists of consumers' subjective and intangible evaluation of a brand in addition to its tangible value (Yu & Yuan, 2019: 1273) and encompasses their experiences, feelings and cognitions about a brand (Feiz & Moradi, 2020: 1447). This value is the intangible and implicit value inherent in a well-known brand name, indicating consumers' preferences, attitudes and purchasing behavior towards a particular brand. Since BE is based on the subjective qualities perceived by consumers rather than the objective characteristics of the economic offering, two brands with the same objective characteristics may carry different values for consumers (Uygun & Sarıkaya, 2022: 41). Accordingly, BE represents a relational construct that can only be evaluated when compared to competing brands (Delafrooz & Goli, 2015: 3), and it points to the relative advantages or disadvantages of an economic offering compared to an objectively similar or even identical brand (Bekk et al., 2016: 1728). Thus, BE corresponds to a set of entities that evolve between a brand's attributes and the benefits perceived by its consumers (Chang & Chen, 2014: 1758; Keller, 1993: 2).

Consumer-based brand equity (CBBE) can be defined as "the differentiating effect of brand information on a consumer's response to the marketing of a brand" (Keller, 1993: 2). In other words, CBBE refers to "the distinctive assets or liabilities associated with the name, term, logo or emblem of a brand, which, as an intangible asset created by marketing efforts, increases or decreases the value of the products and services offered by the business to consumers" (Aaker, 1991: 103). As adopted in this study, derived from the general concept of BE by Chen (2010: 310), green brand equity (GBE) can be defined as "the distinctive assets or liabilities related to green commitment and environmental concerns associated with a brand's name, term, logo or emblem that increase or decrease the value of an environmentally friendly product or service offered by the business to consumers as an intangible asset created by green marketing efforts". For consumers, GBE refers to all their impressions, concepts and conceptions of a brand in relation to sustainability and eco-friendly interests in their minds (Nguyen-Viet, 2022a: 3).

The models put forward by Aaker (1992) and Keller (1993) for the CBBE structure are widely accepted in the literature and provide a basis for studies. In their proposed model, both experts (Aaker, 1992; Keller, 1993) consider a multidimensional structure consisting of five factors that determine BE: brand loyalty, perceived quality, brand associations, brand awareness and market behavior. Aaker (1992) emphasizes that these five factors affect each other mutually and simultaneously in the formation of BE. Keller (1993) organizes the dimensions in the model into a hierarchy, arguing that how well a brand is known (brand awareness) determines brand associations, which in turn contribute to promoting attitudes (perceived quality) that support brand loyalty and brand efficacy (market behavior). Considering the relevant variables of these models, this study examines how key consumer attitudes and behavioral tendencies such as green brand satisfaction (GBS), green brand loyalty (GBL), green brand trust (GBT) and perceived green customer value (PGCV) (brand association) play a role in the development of GBE.

2.2. Key Consumer Tendencies Related to Green Brand Equity and Hypothesis Development

One of the most challenging and important agendas for businesses today is how to build a strong environmentally responsible GBE. It is noticeable that studies conducted in the last decades have focused on relatively newer constructs consisting of consumer-specific attitudes and behavioral tendencies towards the brand such as green brand satisfaction (GBS) (Chen, 2010; Cuesta-Valino et al., 2021; Deniz & Onder, 2017; Kang & Hur, 2012), green brand trust (GBT) (Chen, 2010; Deniz & Onder, 2017; Ha, 2021; Kang & Hur, 2012) and perceived green customer value (PGCV) (Kazmi et al, 2021; Ng et al., 2014; Uygun & Sarıkaya, 2022) in addition to green brand loyalty (GBL) (Kang & Hur, 2012) as the determinants of CBGBE. In other words, GBE is considered as an important construct that helps to understand key attitudes and behavioral tendencies of consumers towards green brands (Feiz & Moradi, 2020: 1446; Issock et al., 2020: 410; Kazmi et al., 2021: 11362).

2.2.1. Green Brand Satisfaction and Green Brand Loyalty in the Development of Green Brand Equity

Consumer satisfaction is one of the most discussed topics in the field of marketing. Satisfaction, which is shaped by the experience, is an important structure that forms the cornerstone of developing sustainable relationships with consumers (Ha, 2022: 6; Ha et al., 2022: 908; Issock et al., 2020: 410). Consumer satisfaction is conceptualized in its widely accepted form according to whether the product, service or brand meets consumer needs and expectations. In this sense, it refers to an overall evaluation of the total experience with a product, service or brand (Pappu & Quester, 2006: 5). Accordingly, brand satisfaction refers to an overall evaluation of a brand based on the total purchase and consumption experience over time (Wang et al., 2006: 187). Green satisfaction, on the other hand, describes the consumer's assessment of their environmental interests and related expectations (Cuesta-Valino et al., 2021: 3329). Green consumer satisfaction, as adopted in this study, refers to "a consumer's level of satisfaction associated with consumption to meet their environmental desires, sustainable expectations and green needs" (Chen, 2010: 309; Chen, 2013: 296; Chen et al., 2014: 2418). If the brand offers features that meet consumers' expectations, consumers are satisfied; otherwise, there is a negative mismatch between expectations and experience of the brand and dissatisfaction arises. It is generally accepted that higher levels of brand satisfaction are a positive indicator of consumers' long-term relationship with the brand and an important

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determinant of purchase behavior (Ha, 2022: 6). Since brand satisfaction has a positive effect on brand associations and preferences in consumers' minds (Pappu & Quester, 2006: 5), it is expressed as a direct determinant (antecedent variable) of BE (Seric & Gil-Saura, 2019: 3529; Wang et al., 2006: 186) and is seen as a factor that provides competitive advantage to businesses (Deniz & Onder, 2017: 3). In some studies in the literature, results indicating a direct positive relationship between brand satisfaction and brand equity (Iglesias et al., 2019; Pappu & Quester, 2006; Wang et al., 2006) are also noteworthy. It is also understood that some preliminary studies in the context of green brands (Bekk et al., 2016; Chen, 2010; Cuesta-Valino et al., 2021; Deniz & Onder, 2017; Kang & Hur 2012) have reached the results that the GBS has a direct and positive effect on GBE. The hypothesis developed and tested based on this is presented below:

H1: *There is a significant positive relationship between GBS and GBE.*

Brand satisfaction also functions as one of the determinants of brand loyalty (Delgado-Ballester & Munuera-Aleman, 2005: 189; Kumar et al. 2013: 147; Seric & Gil-Saura, 2019: 3529), which is the focus of attention in marketing (Kataria & Saini, 2020: 62) and is considered the most important (critical) variable in the development of BE (Aaker, 1996: 105; Chaudhuri & Holbrook, 2001: 83). In the literature, it is possible to find many research findings (Boenigk & Helmig, 2013; Brakus et al., 2009; Chaudhuri & Holbrook, 2001; Delgado-Ballester and Munuera-Aleman, 2001; Kataria & Saini, 2020; Rundle-Thiele & Mackay, 2001) that support this in terms of general brands. Accordingly, brand loyalty increases significantly with increasing brand satisfaction. In addition, some preliminary studies on the subject (Hur et al., 2013; Kang & Hur, 2012) have also found results indicating the existence of a positive and significant relationship between GBS and GBL. The hypothesis developed and tested based on this is given below:

H2: *There is a significant positive relationship between GBS and GBL.*

The long-term success of a brand depends on loyal consumers who truly contribute to BE (Chahal & Bala, 2012: 346). In other words, the most important characteristic of businesses with high BE is customer loyalty (Delgado-Ballester & Munuera-Aleman, 2005: 189). Customer loyalty refers to a deep commitment to consistently repurchase or remain a customer of a preferred product, service or brand in the future (Oliver, 1999: 94). As adopted in this study, green loyalty can be conceptualized as "the level of a consumer's repurchase tendency driven by a business, a product, a service or a brand's credible attitude and commitment to a sustainable environment" (Chen, 2013: 297; Chen et al., 2020: 196). GBL reflects the consumer's tendency to prefer environmentally friendly brands over existing conventional brands (Issock et al., 2020: 411). Loyalty encourages repeated purchases of the same brand or the same set of brands despite situational influences and marketing efforts that have the potential to cause behavior change (Oliver, 1999: 34; Pahlevi & Suhartanto, 2020: 2). Just a 5% increase in customer returns through brand loyalty can increase profitability by 25-85%. Therefore, brand loyalty is considered to be the most fundamental determinant of CBBE (Kumar et al. 2013: 147; Seric & Gil-Saura, 2019: 3529) and forms the basis of business success and permanence (Feiz & Moradi, 2020: 1446). As mentioned earlier, Aaker (1992) and Keller (1993) conceptualized brand loyalty as one of the most important dimensions of CBBE. Research results indicating a positive relationship between brand loyalty and BE (Atilgan et al., 2005; Chahal & Bala, 2012; Kumar et al., 2013; Pappu & Quester, 2006; Seric & Gil-Saura, 2019; Tong & Hawley, 2009) can be found frequently in the literature. In one of the preliminary studies on the subject, Kang and Hur (2012) found that there is a significant positive correlation between GBL and GBE. As discussed earlier, brand loyalty, which is considered a determinant in the development of BE, is also the outcome variable of brand satisfaction. In this respect, it can also be expected that GBL may have a mediating function in the relationship between GBS and GBE. The hypotheses developed and tested based on this are presented below:

H3: *There is a significant positive relationship between GBL and GBE.*

H4: *GBL mediates the relationship between GBS and GBE.*

2.2.2. Green Brand Trust in the Development of Green Brand Equity

In the field of relationship marketing, it is often argued that trust is the fundamental factor on which successful relationships are based (Chen, 2010: 310; Delgado-Ballester & Munuera-Aleman, 2005: 189; Kang & Hur, 2012: 307). Accordingly, trust is one of the most important reasons why consumers prefer a

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product of a certain brand (Pahlevi & Suhartanto, 2020: 3). Trust in a brand indicates that consumers are likely to evaluate the brand positively (Chen, 2010: 311). For this reason, brand trust is a dimension that has received wide attention among the determinants of CBBE by researchers (Burmann et al., 2009; Chaudhuri & Holbrook, 2001; Delgado-Ballester & Munuera-Aleman, 2005: 189; Kumar et al., 2013: 147; Rios & Riquelme, 2008). Trust includes three beliefs, namely honesty, benevolence and competence, and can only develop in the presence of these, and refers to the consumer's willingness to rely on the exchange partner arising from this content (Chen, 2013: 297). Brand trust is the average consumer's awareness of a brand's ability, reliability and responsibility to fulfill its stated functions and willingness to rely on that brand (Chaudhuri & Holbrook, 2001: 82; Ganesan, 1994: 3). Trust is considered an important factor for green brands (Deniz & Onder, 2017: 3) or one of the consumer tendencies (Chen, 2010: 311) due to the credibility it creates for green marketing communication (Ha, 2022: 7; Ha et al., 2022: 908). The presence of green trust can help consumers to simplify information, protect them from the uncertainty of various situations related to the product purchase process, and thus lead them to purchase environmentally friendly products or brands (Pahlevi & Suhartanto, 2020: 3). Green consumer trust describes the willingness to rely on a product, service, or brand based on belief or expectation as a result of its trustworthiness (honesty), benevolence, and capability (competence) in relation to its environmental performance (Chen, 2016: 297). In other words, it represents the level of consumer belief that businesses that make environmentally friendly claims actually deliver and prove these promises (Pahlevi & Suhartanto, 2020: 3). The GBT, on the other hand, can be defined as the consumer's willingness based on the environmental performance of a brand (Chen, 2010: 310) and the tendency to believe that a brand keeps its promises on green performance (Uygun & Sarıkaya, 2022: 43). In the literature, the existence of research findings indicating a significant positive relationship between brand trust and BE (Delgado-Ballester & Munuera-Aleman, 2005; Kumar et al., 2013; Seric et al., 2017) draws attention. In some preliminary studies conducted in the context of green branding, it has also been found that there is a significant positive relationship between GBT and GBE (Chen, 2010; Deniz & Onder, 2017; Ha, 2021; Kang & Hur, 2012). The hypothesis developed based on this is given below.

H5: *There is a significant positive relationship between GBT and GBE.*

Since trust creates high-value exchange relationships, it is also considered one of the main determinants of loyalty (Delgado-Ballester & Munuera-Aleman, 2005: 189). Brand loyalty underpins the process of developing and maintaining a valuable and important relationship created by trust (Chaudhuri & Holbrook, 2001: 83). Hiscock (2001: 1) argues that the ultimate goal of marketing is to create a strong bond between the consumer and the brand, and the key determinant of this bond is trust. This seems to be in line with the research results in the literature (Chaudhuri & Holbrook, 2001; Delgado-Ballester & Munuera-Aleman, 2005; Kataria & Saini, 2020). In addition, in one of the preliminary studies, Kang and Hur (2012) found that there is a significant relationship between GBT and GBL. Considering these explanations, it can be expected that the GBL may have a mediating function in the relationship between the GBT and the GBE. The hypotheses developed in this sense are stated below:

H6: *There is a significant positive relationship between GBT and GBL.*

H7: *GBL mediates the relationship between GBT and GBE.*

2.2.3. Perceived Green Customer Value in the Development of Green Brand Equity

In recent years, it is noteworthy that perceived customer value for the brand has also become a topic of interest in studies (Delafrooz & Goli, 2015: 4), and it is argued that this variable can be considered among the important determinants in the development of BE (Aaker, 1996; Chen & Chang, 2012; Kazmi et al., 2021; Ng et al., 2014). The perceived value of a brand is generally considered as the match or ratio between the quality of the brand and its price. In other words, the getting value for money approach is often used to explain the concept of perceived brand value (Ng et al., 2014: 205). Perceived customer value can be defined as the perception of the difference between the benefit derived from a brand and the trade-offs made in obtaining it (Sweeney et al., 1999: 79) or a consumer's assessment of the net benefit of a brand that he/she expects to receive and perceives that he/she has received (Uygun & Sarıkaya, 2022: 43). In the form adopted in this study, the PGCV can be defined as "a consumer's overall assessment of the net benefit perceived between what he/she gets and what he/she is provided with a product, service or brand based on his/her environmental aspirations, sustainable expectations and green needs" (Chen & Chang, 2012: 505).

In the literature, it is possible to come across research results (Chen, 2001; Yoo et al., 2000; Yoo & Donthu, 2001) that reveal a significant positive relationship between perceived customer value for the brand and BE. In a very few preliminary studies on the subject, a significant positive correlation was found between PGCV and GBE (Kazmi et al., 2021; Ng et al., 2014; Uygun & Sarıkaya, 2022). The hypothesis developed based on this is presented below:

H8: *There is a significant positive relationship between PGCV and GBE.*

Previous research suggests that perceived brand value plays a key role in influencing repurchase intention (Gounaris et al., 2007; Netemeyer et al., 2004; Zhuang et al., 2010) and can be a determinant in the development of brand loyalty (Lin et al., 2017; Park & Kim, 2016). Some of the few studies conducted in the green context (Chen & Chang, 2012; Ng, 2014) also draw attention to the findings showing that consumers' tendency to repeat purchases can be increased by improving the PGCV. In addition, Hur and colleagues (2013) found that there are significant positive relationships between PGCV and GBL. Accordingly, in addition to a positive relationship between PGCV and GBL, it can also be expected that GBL is likely to mediate the relationship between PGCV and GBE. The hypotheses developed and tested for this purpose are given below:

H9: *There is a significant positive relationship between PGCV and GBL.*

H10: *GBL mediates the relationship between PGCV and GBE.*

3. Method

In this study, a quantitative research approach was adopted. In this sense, correlational research type and field study design (correlational survey model) were utilized.

3.1. Sampling and Data Collection Instrument

The population of the research consists of consumers residing in Konya and over the age of 18. According to the convenience sampling method, data were collected from a total of 400 participants both face-to-face and through an online platform, in 2022, with a data collection tool created by adapting some scales whose validity and reliability were previously tested, and questions. For a population size of 100,000 or more individuals, the sample size should consist of a minimum of 384 participants with a 95% confidence interval (Ural & Kılıç, 2006: 49). In the study, this lower limit was taken as a criterion and data was collected from a higher number of participants. Therefore, it can be said that the data of 400 participants is sufficient to meet the objectives of this study.

When the percentage distributions obtained from the descriptive analyses regarding the basic characteristics of the participants are examined; it is understood that the participants are close to each other in terms of gender (48.3% male and 51.7% female); and their marital status is 55.5% married and 44.5% single. It is also noteworthy that more than half of the participants (64.8%) do not have children. In terms of age distribution, the majority of participants were between 26 and 35 years of age (53.3%) and between 36 and 45 years of age (28.0%), followed by participants between 18 and 25 years of age (11.8%), between 46 and 55 years of age (4.3%) and 56 years of age and above (2.6%). In terms of education level, 59.7% have bachelor's degrees, 27.0% have graduate degrees, 7.0% have associate's degrees and 6.3% have high school education; 58.6% are public sector employees, 24.8% are private sector employees and 26.6% are unemployed or housewives. In terms of individual income, it is seen that most of the participants are gathered in the category of 4251-10000 TL (45.7%), followed by participants with individual income between 10001-15000 TL (27.5%), 15001 TL and above (18.3%), and those with minimum wage income are 8.5%. Participants with a monthly individual expenditure level of TL 5001 and above with a rate of 55.6% and TL 4001-5000 with a rate of 20.8% stand out, followed by other categories with lower rates. This information indicates that a relatively wide range of consumers from various demographic characteristics participated in the study.

In the study, data were collected through a questionnaire consisting of a number of scales that were previously developed and tested for validity and reliability, and questions. The data collection tool consists of 3 parts; the first part includes questions about demographic and personal information, the second part includes the CBGBE scale (Chen 2010), and the last part includes the scales of GBS (Chen 2010), GBL (Cuesta-Valino et al., 2021), GBT (Chen, 2010) and PGCV (Chen & Chang 2012, Ng et al., 2014). The scales are Likert-type interval measurement tools organized according to judgment statements in the form of (1) Strongly Disagree; (2) Disagree; (3) Neither Agree nor Disagree; (4) Agree; (5) Strongly Agree with a neutral midpoint. A field expert was also consulted to finalize the questionnaire. In addition, separate exploratory factor analyses were conducted to evaluate the construct validity and the adequacy of the variance explained by each scale used in the measurement of the variables addressed in the study. Before factor analysis, the adequacy of the sample size (n>150) and the suitability of the data structures for factor analysis (Kaiser-Meyer-Olkin Coefficient and Bartlett's Test of Sphericity) (Tabachnick & Fidell, 2007: 614) were checked. After the factor analysis, Cronbach's Alpha coefficients were calculated for all scales, all of which had a unidimensional structure, and their reliability was also reviewed. The results are summarized in Table 1.

Table 1. Variance Explanatory Ratios and Reliability Analysis Results for the Scales

SCALES (*N*=400)	Eigenvalue	Explained Variance Ratios (%)	Cronbach's Alpha Coefficients
Consumer-based Green Brand Equity Scale (6 Items)	5.408	90.14	.89
Green Brand Satisfaction Scale (4 Items)	2.798	69.95	.84
Green Brand Loyalty Scale (5 Items)	3.077	61.55	.84
Green Brand Trust Scale (4 Items)	3.900	87.50	.92
Perceived Green Customer Value Scale (5 Items)	6.005	77.23	.85

When Table 1 is examined, it is understood that the CBGBE scale in the data collection tool explains 90.14% of the variance in the relevant variable, the GBS scale explains 69.95% of the variance in the relevant variable, the GBL scale explains 61.55% of the variance in the relevant variable, the GBT scale explains 87.50% of the variance in the relevant variable and the PGCV scale explains 77.23% of the variance in the relevant variable. Nunnaly (1978) states that a Cronbach's Alpha value of .70 or more can be considered sufficient in terms of the reliability of the scales. As a result of the reliability analysis, it is seen that the Cronbach's Alpha coefficients obtained for all scales exceed this criterion and they are reliable enough. This means that the data provided by the participants with each of the relevant scales are consistent within themselves at an acceptable level.

3.2. Data Analysis

Data were analyzed using IBM SPSS statistical package software version 26.0 and PROCESS Macro version 4.0. Prior to the hypothesis tests, descriptive statistics were calculated to describe the characteristics of the participants. In addition, exploratory factor analysis was used to evaluate the construct validity of the scales from which the data were obtained. After this process, regression analysis based on the bootstrap method (Hayes, 2017) was used to examine the direct and mediating effects of predictor and predicted variables. It is argued that this method yields more reliable results than Baron and Kenny's traditional method and Sobel's test, and that the use of expressions such as full mediation or partial mediation is not theoretically valid; instead, the results should be interpreted according to direct effect, indirect effect and total effect values (Hayes, 2017; Gürbüz, 2019). Prior to these analyses, descriptive statistics of the predicted and predictor variables were calculated and the relationship coefficients obtained using Pearson correlation analysis were reviewed to examine the basic relationships between them. Then, the simple mediation model (Model 4) proposed by Hayes (2012) was used to separately test the mediation effect of GBL on the effect of each predictor variable (GBS, GBT, and PGCV) on the predicted variable (GBE). In the analyses, 5000 resampling options were preferred with the bootstrap technique.

The assumptions to be met for each of the analysis methods used were reviewed by taking into account the relevant criteria (Field, 2018; Tabachnick & Fidell, 2007) before the analysis. In this sense, before the Pearson correlation analysis, scatter plots for the relevant variables were obtained to check whether the relationships were linear or not, and the compatibility of the variables with the normal distribution was confirmed by examining the normal distribution curves on the histogram graph, skewness and kurtosis coefficients (-1 to +1 range). Before regression analysis, assumptions of normality, freedom from outliers, linearity, equality of variances of residual values, and multicollinearity were checked. Accordingly, the Q-Q Plot graph comparing the standardized residual values with the theoretical distribution shows that the residual values do not deviate excessively from the line (distributed between -3 and +3) and the normality assumption is not violated; the scatter diagram shows that the linearity between the variables is ensured; Cook's distance values (maximum = 0. 193 < 1) and standardized residual values, the residual values did not deviate excessively from the line (distributed between -3 and +3), thus the data set was free from outliers; also, when the equality of the variances of the residual values was examined with the relevant graphs, it was observed that the values were randomly distributed so as not to form a distinct pattern; and when the correlation coefficients between the variables (all <.90), VIF and Tolerance values were examined, it was observed that there was no multicollinearity problem.

4. Results

Prior to the mediation tests discussed in the study, descriptive statistics of the predictor and predicted variables were calculated and the relationship coefficients obtained using Pearson correlation analysis were reviewed to examine the basic relationships between them. These results are presented in Table 2. In order to minimize the probability of Type I error in terms of correlation analysis results, Bonferroni approach was used (Green et al., 2000: 238) and the significance level was divided by the number of correlations calculated (0.05/10=.005) and interpreted accordingly.

Table 2. Mean, Standard Deviation and Correlation Values of Research Variables (*N*=400)

	Mean ± SD	GBS	GBL	GBT	PGCV
GBS	3.41 ± 0.62				
GBL	2.76 ± 0.63	.396*			
GBT	3.30 ± 0.85	.345*	.731*		
PGCV	3.39 ± 0.35	.496*	.674*	.533*	
GBE	3.27 ± 0.62	.553*	.733*	.827*	.717*

GBS: Green Brand Satisfaction, GBL: Green Brand Loyalty, GBT: Green Brand Trust, PGCV: Perceived Green Customer Value, GBE: Green Brand Equity, SD: Standard Deviation
*p < .005

The results of the correlation analysis indicate that there are significant positive relationships between GBS and GBL (r=.396, p<.005), GBT (r=.345, p<.005), PGCV (r=.496, p<.005) and GBE (r=.553, p<.005). In addition, there were significant positive correlations between GBS and GBT (r=.731, p<.005), PGCV (r=.674, p<.005) and GBE (r=.733, p<.005). Moreover, there are significant positive correlations between GBT and PGCV (r=.533, p<.005) and GBE (r=.827, p<.005). Finally, there is a significant positive correlation between PGCV and GBE (r=.717, p<.005). After obtaining a general perspective on the existence of basic relationships for the variables, mediation tests were conducted.

In order to test whether there is a mediating role of GBL in the relationships between GBS, GBT and PGCV and GBE, regression analysis based on the bootstrap method was conducted separately for each predictor variable. The results obtained from these analyses are presented together in Table 3 and Table 4. In this analysis, in order to support the research hypothesis, the values in the 95% confidence interval (CI) obtained as a result of the analysis should not contain zero values (Gürbüz, 2019: 66; MacKinnon et al., 2004: 113).

Table 3. Regression Analysis Results for Mediation Effect Tests (*N*=400)

	Outcome Variables					
	GBL (*M*)			GBE (*Y*)		
Estimation Variables		*β*	*S.E*		*β*	*S.E.*
GBS (X_1)	*a*	.497	.057	*c'*	.829	.062
GBL (*M*)	-	-	-	*b*	.729	.040
Constant	$İ_M$	10.02	1.03	$İ_Y$	3.69	.920
				$F(1, 398) = 175.17, p < .001, R^2=.306$		
	$F(1, 398) = 73.948, p < .001, R^2=.157$			$F(2, 397) = 323.15, p < .001, R^2=.619$		
GBT (X_2)	*a*	.677	.031	*c'*	.914	.031
GBL (*M*)	-	-	-	*b*	.331	.046
Constant	$İ_M$	7.15	.555	$İ_Y$	7.54	.614
				$F(1, 398) = 858.86, p <.001, R^2=.683$		
	$F(1, 398) = 456.71, p <.001, R^2=.534$			$F(2, 397) = 508.14; p <.001; R^2=.719$		
PGCV (X_3)	*a*	.397	.021	*c'*	.504	.024
GBL (*M*)	-	-	-	*b*	.547	.049
Constant	$İ_M$	7.34	1.43	$İ_Y$	3.54	1.46
				$F(1, 398) = 420.82, p <.001, R^2=.514$		
	$F(1, 398) = 332.08, p <.001, R^2=.455$			$F(2, 397) = 335.69, p <.001, R^2=.628$		

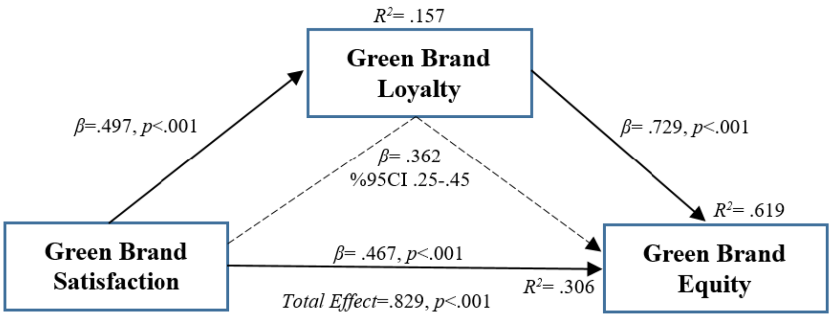
*p < .01; *S.E.*: Standard Error; Unstandardized Beta Coefficients (β) are reported.
GBS: Green Brand Satisfaction, GBL: Green Brand Loyalty, GBT: Green Brand Trust, PGCV: Perceived Green Customer Value, GBE: Green Brand Equity

Table 4. Mediation Effect Test Results (*N*=400)

		Bootstrapping			
		Effect	BootSE	BootLLCI	BootULCI
GBS ⇒ GBL ⇒ GBE	Indirect Effect	0.362	0.050	0.256	0.455
	Direct Effect	0.467	0.050	0.367	0.566
	Total Effect	0.829	0.062	0.706	0.952
GBT ⇒ GBL ⇒ GBE	Indirect Effect	0.224	0.037	0.153	0.299
	Direct Effect	0.690	0.043	0.606	0.775
	Total Effect	0.914	0.031	0.853	0.976
PGCV ⇒ GBL ⇒ GBE	Indirect Effect	0.217	0.026	0.169	0.273
	Direct Effect	0.287	0.029	0.230	0.344
	Total Effect	0.504	0.024	0.456	0.553

GBS: Green Brand Satisfaction, *GBL:* Green Brand Loyalty, *GBT:* Green Brand Trust, *PGCV:* Perceived Green Customer Value, *GBE:* Green Brand Equity; *BootSE*: Standard Error, *BootLLCI*: %95 Lower Limit of Confidence Interval, *BootULCI*: %95 Upper Limit of Confidence Interval

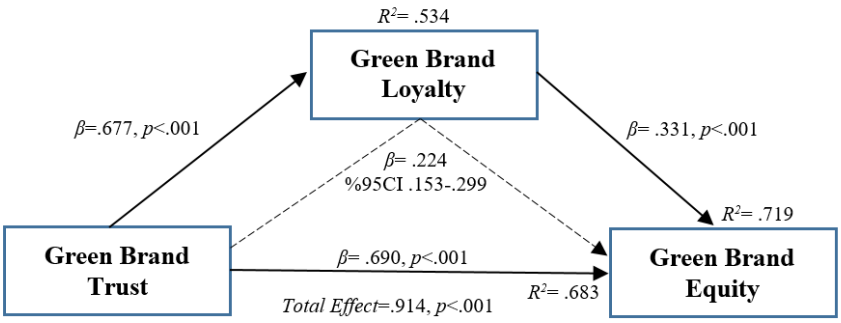
First, the results obtained from the bootstrap-based regression analysis to examine whether GBL plays a mediating role in the relationship between GBS and GBE are evaluated. As can be seen in Figure 1, which represents the mediation model for the relevant analysis, the obtained values of β=.829, 95%CI (.706 , .952), t= 13.235, p < .001, R^2= .306 revealed that there is a significant positive relationship between GBS and GBE. GBS explains approximately 30.6% of the change in GBE. This result supports hypothesis H1 (*H1: Accept*). The results also showed significant positive relationships between GBS and GBL (β=.497, 95%CI [.383 , .610], t= 8.599, p < .001, R^2= .157) and between GBL and GBE (β=.729, 95%CI [.650 , .808], t= 18.096, p < .001, R^2= .619). While GBS explains about 15.7% of the change in GBL, GBL explains a significant portion of the change in GBE, about 61.9%. Therefore, these results confirm hypotheses H2 and H3 (*H2: Accept*, *H3: Accept*). Finally, β=.362, 95% BCA CI (.256 , .455) values obtained from the mediation test revealed that GBL significantly mediated the relationship between GBS and GBE. Since K^2 values of .01, .09 and .25 can be interpreted as low, medium and high effect size, respectively (Gürbüz, 2019: 64; Preacher & Kelley, 2011: 107), the fully standardized effect size value (K^2) of the mediation effect obtained from this analysis, .24, indicates an effect size close to high. These results support hypothesis H4 (*H4: Accept*).



Note: Solid arrow indicates direct effect (relationship); dashed arrow indicates mediation effect (indirect). Unstandardized beta coefficients (β) are included in the model. R^2 values indicate the variance explained for the relevant variables.

Figure 1. Mediating Role of GBL in the GBS-GBE Relationship (*N*=400)

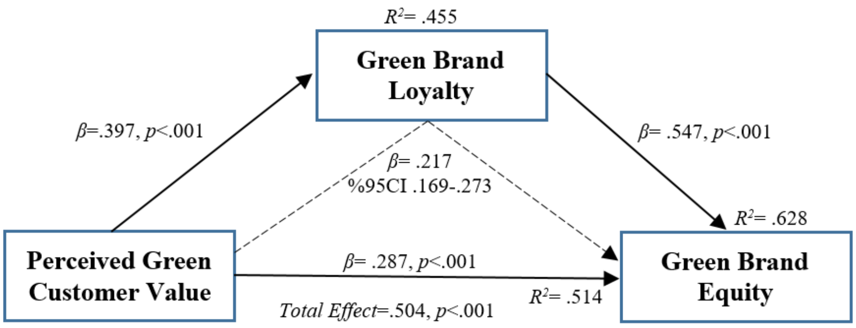
The results of the bootstrap-based regression analysis conducted to examine whether GBL has a mediating role in the relationship between GBT and GBE are presented in Figure 2, which represents the mediation model for the relevant analysis. Accordingly, the values β=.914, 95%CI (.853 , .976), t= 29.306, p < .001, R^2= .683 showed that there was a significant positive relationship between GBT and GBE. GBT explains about 68.3% of the change in GBE. This result supports hypothesis H5 (*H5: Accept*). The results also revealed a significant positive relationship between GBT and GBL (β=.677, 95%CI [.615 , .739], t= 21.371, p < .001, R^2= .534). GBT explains about 53.4% of the change in GBL. Therefore, this result confirms hypothesis H6 (*H6: Accept*). Finally, β=.224, 95% CI (.153 , .299) values obtained from the mediation test showed that GBL significantly mediated the relationship between GBT and GBE. The fully standardized effect size value (K^2) of the mediation effect obtained from this analysis is .20, indicating an effect size close to the medium level value. Therefore, these results support hypothesis H7 (*H7: Accept*).



Note: Solid arrow indicates direct effect (relationship); dashed arrow indicates mediation effect (indirect). Unstandardized beta coefficients (*β*) are included in the model. R^2 values indicate the variance explained for the relevant variables.

Figure 2. Mediating Role of GBL in the GBT-GBE Relationship (*N*=400)

The results obtained from the bootstrap-based regression analysis conducted to examine whether GBL has a mediating role in the relationship between PGCV and GBE are presented in Figure 3, which represents the mediation model for the relevant analysis. Accordingly, the obtained values of *β*=.504, 95%CI (.456 , .553), *t*= 20.514, *p* < .001, R^2= .514 revealed that there was a significant positive relationship between PGCV and GBE. PGCV explains approximately 51.4% of the change in GBE. This result confirms hypothesis H8 (*H8: Accept*). The results also showed a significant positive relationship between PGCV and GBL (*β*=.397, 95%CI [.354 , .440], *t*= 18.223, *p* < .001, R^2= .455). PGCV explains approximately 45.5% of the change in GBL. This result supports hypothesis H9 (*H9: Accept*). Finally, *β*=.217, 95% BCA CI (.169 , .273) values obtained from the mediation test revealed that GBL significantly mediated the relationship between PGCV and GBE. The fully standardized effect size value (K^2) of the mediation effect obtained from this analysis is .31, indicating an effect size close to a high value. Therefore, these results confirm hypothesis H10 (*H10: Accept*).



Note: Solid arrow indicates direct effect (relationship); dashed arrow indicates mediation effect (indirect). Unstandardized beta coefficients (*β*) are included in the model. R^2 values indicate the variance explained for the relevant variables.

Figure 3. Mediating Role of GBL in the PGCV-GBE Relationship (*N*=400)

5. Discussion, Conclusions and Implications

This study focuses on the role of key green consumer attitudes and behavior tendencies, which are frequently discussed in the literature, in the development of GBE. Accordingly, the results show that there are significant positive relationships between GBS, GBL, GBT and PGCV and GBE. Moreover, in these relationships, it was reflected in the results that GBL mediated the relationships between other key green consumer attitudes and GBE in addition to its direct relationship with GBE. These results appear to be consistent with the literature discussed in earlier sections of this study. Thus, it can be argued that these key consumer tendencies can play an important role in the development of GBE. Furthermore, GBS, GBT and PGCV appear to have an important role in the development of GBL, which forms the core of GBE.

It has already been noted that few previous studies have focused on one or only a few of the key green consumer attitudes and behavior tendencies that are considered together in this study. In the studies conducted, as the determinants of CBGBE, key consumer attitudes and tendencies such as GBL (Kang & Hur, 2012), GBS (Chen, 2010; Cuesta-Valino et al., 2021; Deniz & Onder, 2017; Kang & Hur, 2012), GBT (Chen, 2010; Deniz & Onder, 2017; Ha, 2021; Kang & Hur, 2012) and PGCV (Kazmi et al., 2021; Ng et al., 2014; Uygun & Sarıkaya, 2022) have been examined, and meaningful relationships between the relevant variables have been identified. These studies support the findings obtained from this research. This study has contributed to broadening the scope of the subject by examining the key green consumer tendencies consisting of GBS, GBL, GBT, and PGCV in terms of the development of GBE and presenting the results. This contribution is considered original and valuable for the conceptual literature, researchers and practitioners. The results suggest that decision-makers can make significant contributions to the development of GBE if they take into account all of these key green consumer attitudes and behavioral tendencies. In this respect, the significant and critical effect of GBL on GBE, both directly and through its mediating functions, makes this issue a priority for decision-makers. Decision-makers should keep in mind that the more they invest in practices that improve GBL, the greater the opportunity to build brands with high GBE. In this sense, any investment in GBS, GBT and PGCV, which not only have a direct effect on GBE but also play an important role in the development of GBL, will be invaluable.

Like any study, this research was conducted with certain limitations. The research is limited to consumers living in a province located in Central Anatolia (Konya), based on the convenience sampling method. Data was collected from participants using a questionnaire based on the self-reporting method. In this sense, the study was conducted with the assumption that the participants provided accurate data. Therefore, this situation should be taken into account in the generalization of the results obtained. It is thought that repeating the research in other provinces, especially in provinces reflecting different cultures, will be useful in terms of clarifying, developing, comparing and generalizing the results obtained. In addition, the study was conducted by considering general green brands, not focusing on any particular green brand or product category. For this reason, conducting the study specifically for a particular brand or brands may reveal different and interesting results. The key consumer attitudes and behavioral tendencies discussed in the study are also considered to be among the important outcome variables of brand experiences (Lemon & Verhoef, 2016: 71). Based on this, it can be said that significant relationships can be expected between green brand experiences and the key green attitudes and behavioral tendencies discussed within the scope of the study. Therefore, expanding the subject to include green brand experiences and testing comprehensive models developed in this way could yield very useful results. Because there is a research gap in this subject, it makes it much more valuable and it is considered that every study to be carried out in this direction will be important.

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