The Impact of Greenwash on Green Brand Equity: The Mediating role of Green Brand Image, Green WOM and Green Satisfaction

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Abstract

This research investigates the mediating impact of green brand image (GBI), green WOM (GWOM), and green satisfaction (GS) on green brand equity (GBE). It also examines the effect of greenwash (GW) on GBE. The focus of this research is Jordanian customers who have made green product purchases. Based on the findings, greenwash (GW) has a detrimental impact on GBE. Moreover, this research found that GW has a negative relationship with GBI, GS and, GWOM. Additionally, GS is strongly positively impacted by GBI. Further, GWOM benefits from GS. Furthermore, green brandequity is significantly impacted by GBI, GS, and GWOM. Moreover, this research confirms that the negative association between GW and green brandequity is partially mediated by GBI, GS, and GWOM. To promote GBE, this research recommends companies reduce their GW practices while increasing their customers' GS, GBI, and GWOM.

Keywords: Greenwash (GW), Green Brand Image (GBI), Green WOM (GWOM), Green Satisfaction (GS), Green Brand Equity (GBE).

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تأثير التضليل البيئي على القيمة السوقية للعلامة التجارية الخضراء: الدور الوسيط للصورة الذهنية للعلامة التجارية الخضراء والرضا عن العلامة التجارية الخضراء والتسويق الشفهي الأخضر

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ملخص

يهدف هذا البحث لدراسة التأثير الوسيط للصورة الذهنية للعلامة التجارية الخضراء، التسويق الشفهي الأخضر، والرضا عن العلامة التجارية الخضراء على القيمة السوقية للعلامة التجارية الخضراء. كما يختبرهذا البحث تأثير التضليل البيئي على القيمة السوقية للعلامة التجارية الخضراء. ينصب تركيز هذا البحث على العملاء الأردنيين الذين قاموا بشراء المنتجات الخضراء. بناءً على نتائج التحليل، فإن التضليل البيئي له تأثير سلبي على القيمة السوقية للعلامة التجارية الخضراء. كما وجد هذا البحث أن التضليل البيئي له علاقة سلبية بالصورة الذهنية للعلامة التجارية الخضراء، الرضا عن العلامة التجارية الخضراء، والتسويق الشفهي الأخضر. بالإضافة إلى ذلك، يتأثر الرضا عن العلامة التجارية الخضراء بشدة بالصورة الذهنية للعلامة التجارية الخضراء. علاوة على ذلك، يستفيد التسويق الشفهي الأخضر من الرضا عن العلامة التجارية الخضراء بشكل ايجابي. اضافة الى ذلك، تتأثر القيمة السوقية للعلامة التجارية الخضراء بشكل كبير بالصورة الذهنية للعلامة التجارية الخضراء، الرضا عن العلامة التجارية الخضراء، والتسويق الشفهي الأخضر. كذلك أيضاً، يؤكد هذا البحث أن العلاقة السلبية بين التضليل البيئي والقيمة السوقية للعلامة التجارية الخضراء يتم توسطه جزئيًا من خلال الصورة الذهنية للعلامة التجارية الخضراء، الرضا عن العلامة التجارية الخضراء، والتسويق الشفهي الأخضر. لتعزيز القيمة السوقية للعلامة التجارية الخضراء، يوصي هذا البحث الشركات بتقليل ممارساتها في التضليل البيئي مع التاكيد على تعزيز الرضا عن العلامة التجارية الخضراء لعملائها، الصورة الذهنية للعلامة التجارية الخضراء، والتسويق الشفهي الأخضر.

الكلمات المفتاحية: التضليل البيئي،الصورة الذهنية للعلامة التجارية الخضراء، التسويق الشفهي الأخضر، الرضا عن العلامة التجارية الخضراء، القيمة السوقية للعلامة التجارية الخضراء.

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Introduction:

Recent years have witnessed a sharp increase in the number of businesses incorporating environmental applications into their operations. Businesses and consumers are becoming increasingly interested in green consumption as environmental concerns increase (Ha, 2021). In addition, many businesses are deceiving customers about the environmental benefits of their products in an effort to meet consumer demand in the framework of green marketing. Consequently, a phenomenon known as greenwash (GW) arises (Avcilar & Demirgünes, 2017).

It has become harder to trust eco-friendly marketing because of the rise in GW, mistrust of advertising, and most customers' preexisting ideas about businesses (Larsen & Samuelsen, 2022). The term "GW" refers to the dissemination of false information by an organisation to promote its reputation as an environmentally conscious one (Yang et al., 2020). As a result, since customers usually base their purchasing decisions on advertising and the company message, trust may be damaged (Tarabieh, 2021). The loss of trust may have consumers more confused since they are unsure of whom or what to believe. Customer mistrust and the impression of dishonesty have a negative impact on the performance and reputation of a business. Additionally, it will negatively affect the purchasing intent of the customer (Ha, 2022).

Businesses need to modify their brand equity management strategies in order to capitalise on GBE as consumers request environmentally friendly products and grow more conscious of environmental issues. Accordingly, researchers and practitioners are becoming more aware of the recent trend known as "GBE" (Qayyum, Jamil & Sehar, 2023). Customers want businesses to address their environmental issues. Therefore, in order to build GBE, businesses must incorporate green business practices into their plans. Because GBE is so critical to business practice, it is imperative that it be integrated into present company functions. Additionally, strong brands are more likely to strengthen their position in the market (Avcilar & Demirgünes, 2017).

Chen and colleagues (2014) expanded the concept of WOM marketing to include environmental messaging. They introduced the idea of "GWOM," which refers to the degree to which a customer spreads good environmental messages about brands and products. GW by businesses can result in unfavourable GWOM, which influences consumers' propensity to buy. Still, there are not many researches in the field of green marketing (Ha, 2022). While earlier research (Eslami, 2020; Pina & Dias, 2021) has highlighted

relevant brand equity difficulties, none of these issues have been systematically explored from the perspectives of GW, GBI, green EWOM, GS, and concern for environmental issues. Thus, the goal of this study is to fill in this information gap. Although earlier research has been greatly interested in the study of the concerned factors, including brand image, satisfaction, WOM, and brand equity, there is little research with respect to the environmental or green challenges.

This research is highly crucial in the era of increasing consumer distrust of the impact that companies have on the environment and their role in the cause of global warming. As the consumers in the global market have increased levels of environmental consciousness, consumers are insisting on companies being transparent on their green practices. Nevertheless, the phenomenon continues to be a menace to consumer confidence. This study would assist in acquiring valuable and practical insights into the understanding of GW and its adverse impact on GBE, and examining the mediating influence of GBI, GWOM, and GS, as a way of helping marketers and firms to develop strong and credible brands. Also, it provides a wide scope of the framework to contribute to the literature in this area and to comprehend more about how GW affects consumer behavior regarding the sustainability of the environment.

GW is still happening due to the ever-growing needs regarding environmentally friendly products despite the growing awareness of consumers on the issue (Tahir, Athar & Afzal, 2020). The customers are, in turn, becoming more cynical about businesses that make profits through environmental trends (Tiep, Ngo &Aureliano, 2023). The current research paper considers the negative relationship that exists between GW and GBE. Also, the mediation effects of GWOM, GS, and GBIwere examined in the context of the correlation between GW and GBE in this research. Knowledge of such relations will allow the research to offer businesses and marketers valuable information that must be exploited to improve green marketing strategies that are more effective. The research is an addition to the existing literature on green marketing activities through the researcher proposing a new framework of GW that follows environmentalism, and which would enable companies to improve the green purchasing habits of their clients.

Literature Review:

Greenwash (GW)

As Kassinis et al. (2022) claim, “GW” is a deliberate act of misleading or misrepresenting consumers regarding the environmental practices and impact of businesses, in order to build a positive image of the company or to improve their reputation. “GW” is a term that can be explained as a practice of masquerading a harmful product to the environment in an environmentally friendly manner (Tarabieh, 2021). As Szabo and Webster (2021) explain, the concept is the process of deceptive customers regarding the environmental statements of a company and the advantages of a product to the environment. Over the last few years, GWhas already been referred to more often in the literature, and its general varieties and impacts have gained significant interest among researchers (Moodaley and Telukdarie, 2023). Scholars differentiate between four groups of companies:GW firms, fake GW firms, silent brown firms, vocal green firms, and silent green firms (Li et al., 2023); No GW firms (Zhang et al., 2018).

Green Brand Image (GBI)

According to Hien et al. (2020), the brand image is the collection of customer attitudes to a brand manifested in their links with the brand. As a result, experiential, practical, and symbolic benefits make up brand image (Krisjanous, Richard, & Bakri, 2020). Graça and Kharé (2023) define a firm's "GBI" as the perception held by consumers of the company regarding environmental issues and concerns.

Having a strong brand image has helped the company stand out from the competition and made it simpler for customers to understand its stated expectations (Dam & Dam, 2021). Nowadays, companies are making a concerted effort to establish a symbolic bond with environmental consciousness by including the GBI throughout their entire identity (Majeed, Azumah & Asare, 2022). As already pointed ou, a company's brand greatly depends on its capacity to effectively convey an image of environmental responsibility. Businesses gain from having a strong GBI in a variety of ways as it influences consumer behaviour intentions, brand loyalty, and trust (Dewi & Sari, 2023). The company might increase consumer satisfaction by leveraging its strong reputation as an eco-friendly brand. The company should endeavour to make its brand more innovative in order to preserve this (Alfraihatet al., 2024). Given the advantages, it stands to reason that a company's GBI is crucial for differentiating itself from the competition and counteracting the growing effects of GW, as it can foster consumer trust (Dewi & Sari, 2023).

Green WOM (GWOM)

WOM is the term used to describe spoken exchanges between customers and other individuals or groups, including suppliers, manufacturers of goods or services, experts, friends, and family (Isimoya & Olaniyan, 2020). WOM has the power to spread information about both positive and negative customer experiences, including complaints and rumours about unpleasant experiences (Palmeira et al., 2020). WOM has a significant influence on consumer decision-making since customers seek it out to reduce or eliminate purchasing uncertainty (Aboalganam et al., 2025). Chen et al. (2014) expand on WOM marketing by stating that GWOM refers to the degree to which consumers tell their friends, family, and co-workers about a product or brand's environmental friendliness and positive environmental messaging. In order to provide prospective customers with objective, independent references for their purchasing decisions, GWOM is a crucial component. It serves as a rich information source that facilitates interactive communication and real-time feedback. Customers can obtain indirect experience through GWOM marketing, which helps them lower the risks and uncertainties involved in making a purchase (Wu & Chiang, 2023).

Green Satisfaction (GS)

In the age of environmental concerns, being green has greater significance. According to Po and Jiang (2023), GS is the pleasant degree of consumption-related fulfilment that satisfies a consumer's requirements, expectations, and wants connected to the environment. Customer satisfaction is calculated by contrasting product performance experiences with expectations. If the product has features that live up to expectations, customers are happy. On the other hand, discontent arises when goods are thought to adversely contradict customers' expectations. Furthermore, GS is correlated with consumers' overall confirmation and positive disconfirmation of a product's environmental friendliness (Ha, 2021). Customer satisfaction is a crucial metric for assessing how closely firms and consumers are aligned. Increased satisfaction is typically interpreted as an indication of the long-lasting relationships that customers have with companies. It predicts customers' buying patterns. For instance, happy consumers are more inclined to repurchase the goods. Positive WOM from contented customers also aids in businesses attracting new customers. For this reason, it makes sense for all businesses to invest on customer satisfaction (Ha et al., 2022).

Green Brand Equity (GBE)

The phrase "GBE" was recently created by fusing the idea of brand equity with environmental connections. GBE is defined by Gorska et al. (2021) as a group of brand assets and liabilities related to environmental issues and green pledges connected to a brand, its name, and its symbol that either raises or lowers the value of a good or service. The extra value that brands have on tangible things is known as "GBE," which is similar to brand equity. It is a common belief that buyers will select a product with more brand equity over an identical one. When referring to green products, "added value" means having features that satisfy customers' concerns about environmental preservation (Ha et al., 2022). Brand salience, brand meaning, brand responsiveness, and brand resonance are the four components that make up brand equity (Saputra et al., 2021). An array of assets is called brand equity. Furthermore, Pina and Dias (2021) proposed that brand equity might generate the distinct impact of brand knowledge on consumers' reaction to a company's marketing. A product gains value from having a strong brand, which elevates it above competing goods in the eyes of consumers. Consequently, this study forecasts the adverse relationship between GW and GBE and assesses the impact of GBI, GWOM and GS. Figure 1 portrays the theoretical framework.

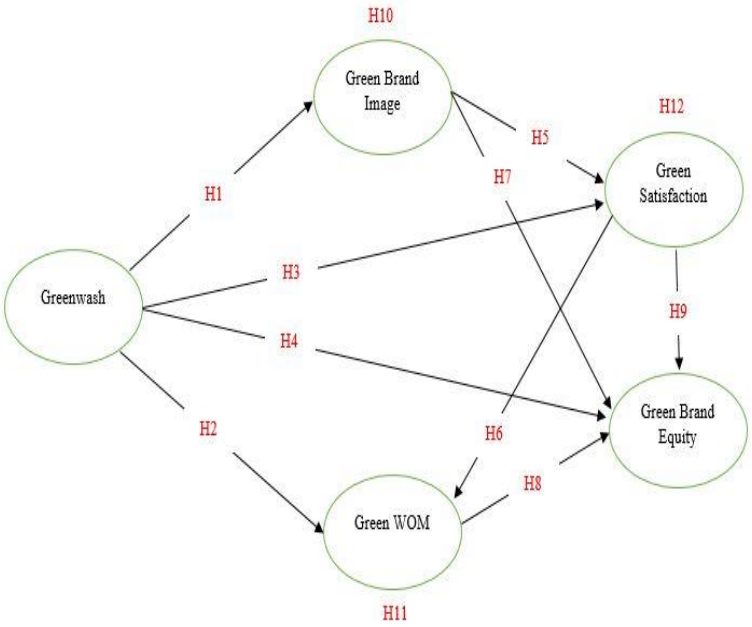

Figure (1): Conceptual Framework

Research Hypotheses:

Greenwash (GW) and Green Brand Image (GBI)

GW has a detrimental effect on a firm's GBI by lowering views towards the environmental endeavours of the company, confusing customers with green marketing, and making them dubious of green claims (Chen et al., 2020). As a result, consumers would believe that businesses' green claims are untrue (Butt et al., 2022). Perceptions of a corporation engaging in "GW" may have a detrimental effect on customers' judgements of its environmental credentials (Nguyen & Mogaji, 2022). Therefore, GW could harm a company's green image by making customers question their green marketing (Setiawan et al., 2022). GW harms the reputation of green brands, according to a number of empirical researches (Ha et al., 2022; Chen et al., 2020; Setiawan et al., 2022). Based on these ground, this study suggests the following hypothesis and states that GW has a negative relationship with GBI:

H1: GW has a significant negative impact on GBI.

Greenwash (GW) and Green WOM (GWOM)

GW hurts GWOM because it can make people think and act negatively, which makes them less trusting of and loyal to green brands (Nguyen et al., 2019). Many businesses overstate how environmentally friendly their products are, leading their clients to stop believing them (Chen et al., 2020). Customers' perceptions of businesses' green marketing initiatives would be negatively impacted by their GW (Javed et al., 2023). Customers will be reluctant to spread the word about green signals in the market if businesses use GW tactics to mislead those (Zhang & Sun, 2021). Furthermore, GW practices would cause a bad WOM reaction about the environmental messages associated with a particular product (Guerreiro & Pacheco, 2021). According to Nguyen et al. (2019), consumers may be persuaded to share unfavourable experiences and opinions about green products and businesses by deceptive green marketing tactics that sow doubt and scepticism.

As a result, if a company deceives its customers by using GW, the harmed customers will inform others about the wrongdoing and caution or perhaps discourage—others from buying the product (Zhang et al., 2018). This could point to a scenario where some customers become more sceptical of a company's products after learning about GW, refuse to buy them, and discourage others from doing the same, particularly in the age of social media where information travels fast and far (Guerreiro & Pacheco, 2021).

Therefore, it stands to reason that views of "GW" have a detrimental effect on "GWOM" (Nguyen et al., 2021). Consequently, the study's researcher postulated that:

H2: GW has a significant negative impact on GWOM.

Greenwash (GW) on Green Satisfaction (GS)

Customer satisfaction is calculated by contrasting product performance experiences with expectations. If the product has features that live up to expectations, customers are happy. On the other hand, discontent arises when goods are thought to adversely contradict customers' expectations. Furthermore, consumers' overall confirmation and positive disconfirmation of a product's environmental friendliness are related to GS (Ha, 2021). Due to its increased prevalence in the market, GW could have a detrimental impact on consumers' satisfaction with environmental considerations if they are unable to discern if green promises are reliable (Chen et al., 2014).

According to Nguyen et al. (2019), GW has a negative effect on consumer belief, unfavourable WOM attitudes, and lower perceived quality. Research shows that consumer' views and behaviours about green goods and services are influenced by GW, which has a detrimental effect on GS (Jong et al., 2019). Nowadays, a lot of green promises exaggerate a product's green features or usefulness, which could lower customer happiness. Chen et al. (2014) verified that Taiwanese consumers who bought electronic products witnessed a negative influence on their level of GS due to GW. Similarly, the relationship between loyalty and satisfaction is greatly weakened by GW (Ha et al., 2022). Likewise, Martínez et al. (2020) corroborate the negative correlation between GW and green contentment. Consequently, the study's researcher postulated that:

H3: GW has a significant negative impact on GS.

Greenwash (GW) and Green Brand Equity (GBE)

In the era of sustainable development, when consumer demands for green businesses are expanding and rules are becoming more rigorous, it is only desirable for business enterprises to be viewed as green brands or to have positive GBE (Bukhari et al., 2017). The act of making false or inflated claims about how environmentally friendly a product or brand is known as "GW." This damages the value of green brands and erodes customer confidence in green claims (Lin et al., 2017). According to Chen et al. (2020), the practice of "GW" has damaged a business's GBE by leading consumers to mistrust green promises, confusing them with green marketing and cultivating a

negative perception of an organization's environmental initiatives. GW hinders the expansion of green marketing methods (Yang et al., 2020). Furthermore, Akturan (2018) discovers that GW has adversely affected GBE, either directly or indirectly, through mediators like brand association and brand credibility. Thus, there are no financial benefits to GW. If businesses do not want to lose their valuable reputation, they need to support their green rhetoric with practical actions. Numerous empirical studies have demonstrated the negative impact of GW on GBE (Ha, 2022; Chen et al., 2020). Consequently, the researcher postulated that:

H4: GW has a significant negative impact on GBI.

Green Brand Image (GBI) and Green Satisfaction (GS)

Consumer behaviour and perceptions of environmentally friendly products are greatly influenced by the relationship between GBI and green pleasure. Studies conducted by Chen et al. (2020) and Mehraj & Qureshi (2022) demonstrate how GBI positively influences green purchasing intentions, suggesting that a positive brand image might boost customer satisfaction and loyalty. According to earlier research, brand satisfaction and brand image are positively correlated (Rahi et al., 2020; Chikazhe et al., 2021; Waqas et al. 2023). Consequently, the following hypothesis was put forth:

H5: GBI has a significant positive impact on GS.

Green Satisfaction (GS) and Green WOM (GWOM)

The impact of customer satisfaction on the development of GWOM of environmentally-conscious consumers has been known long ago (Romhan et al., 2022). As Issock et al. (2020) asserted, positive experience of positive consumers with environmentally friendly products will lead to positive product recommendations, which will in turn lead to positive GWOM of the goods or services. Moreover, due to the fact that the act of suggesting a trustworthy product to others can be deemed as kind, satisfied customers with a given product will be more inclined to recommend the product to others (Galdon et al., 2024; Tarabieh et al., 2024). In this way, the hypothesis in the given study became the following one:

H6: GS has a significant positive impact on GWOM.

Green Brand Image (GBI) and Green Brand Equity (GBE)

The relationship between GBE and image determines the understanding of the consumer of the perceptions of and value of the environmentally conscious firms. According to a study by Akturan (2018) and Ha (2020), it is

revealed that the image of environmental activities in an organization can contribute significantly to its equity in business since the relationship between positive GBI and GBE is strong. Further, the research by Chen et al. (2020) and Ha et al. (2022) also highlights the importance of strong and good brand image in the development of equity by introducing the distinction that GBI has in the mediating effect of increasing GBE. Other studies by Tran (2023) and Salehzadeh et al. (2021) also support this contribution of GBI to GBE, with both researchers finding the impact of brand image, since it altered consumer behaviour and perceptions of green brands as well as positively influenced brand equity. Thus, the hypothesis of this research was as follows:

H7: GBI has a significant positive impact on GBE.

Green WOM (GWOM) and Green Brand Equity (GBE)

Positive WOM communication can exert a positive impact on GBE, which can affect consumer attitudes and intentions towards the purchase of green products. It is demonstrated by the research by Cuesta et al. (2021) and Raihana and Purwanegara (2023). Confidence and trustworthiness that consumers attribute to green goods is referred to as GWOM,which is thought to play an important key role in the development of brand equity, according to the research developed by Khandelwal et al. (2019) and Akturan (2018). A research paper by Lili et al. (2022), and also by Chan et al. (2021), reveals the effect of GWOM on GBE. The research shows that GWOM has a positive impact on brand equityattributes, and this will eventually lead to the increasing value and popularity of green brands overall in the market. Thus, the hypothesis of this research was as follows:

H8: GWOM has a significant positive impact on GBE.

Green Satisfaction (GS)and Green Brand Equity (GBE)

To determine the impact of consumer satisfaction with products that are environmentally friendly on the overall values and perception of green brands, one needs to comprehend the connection between GS and GBE. The satisfaction level of a brand will positively influence the level and positive way in which consumers relate to the brand (Bernarto and Purwanto, 2022). Quin et al. (2020) have found that consumer satisfaction has a positive relationship with the equity of a brand. Moreover, Febrian and Fadly (2021) established that customer satisfaction has a positive influence on brand equity. Studies by Akturan (2018) and Khandelwal et al. (2019) have shown the beneficial impact of GS on GBE, suggesting that satisfied customers are more likely to have a positive perception of and contribute to the equity of green businesses. Research by Hashem (2021) and Ha et al. (2022) confirm this relationship even more, emphasising how GS contributes to brand equity

by fostering good associations, trust, and loyalty with green companies. Hence, the following hypothesis was postulated:

H9: GS has a significant positive impact on GBE.

Greenwash (GW), Green Brand Image (GBI) and Green Brand Equity (GBE)

According to this study, GW has a negative correlation with GBE in H1 and H7, but a good correlation with GBI in H1. Furthermore, this study believes that GW detracts from H4's GBE. Based on the aforementioned justifications, GW can therefore have an impact on brand equity through both direct and indirect GBI effects. As a result, this study suggests the following hypothesis and contends that GBI functions as a partial mediator in the research framework:

H10: GBI partially mediates the negative relationship between GW and GBE.

Greenwash (GW), Green WOM (GWOM) and Green Brand Equity (GBE)

According to this study, GW has a negative correlation with GWOM, which in turn has a positive correlation with GBE in H2 and H8, respectively. Furthermore, this study believes that GW detracts from H4's GBE. Based on the aforementioned considerations, GW can therefore have an impact on brand equity both directly and through GWOM marketing. As a result, this study suggests the following hypothesis and contends that GWOM functions as a partial mediator in the research framework:

H11: GWOM partially mediates the negative relationship between GW and GBE.

Greenwash (GW), Green Satisfaction (GS) and Green Brand Equity (GBE)

GW, in this study, is indicated to have a negative correlation with GS, which in turn has a positive correlation with GBE in H3 and H9. Furthermore, this study believes that GW has a detrimental impact on H4 GS. For these reasons, in addition to having a direct impact on brand equity, GW may also have an impact through influencing GS. Thus, this study formulates the following hypothesis and contends that GS functions as a partial mediator in the research framework:

H12: GS partially mediates the negative relationship between GWand GBE.

Research Methodology:

Data collection and the sample:

In order to validate the study framework and hypotheses, this paper uses the questionnaire survey approach. In this paper, consumer level analysis is the unit of analysis. The focus of this research is Jordanian customers who have made green product purchases in the country before. After the survey was submitted to the Google Forms website, respondents were notified via social media with the survey link. Participants were selected using a convenient sampling approach with a consideration given to targeted groups interested in green products to ensure sample suitability.

A filter question on prior purchases of green items was included to make sure the sample included pertinent respondents. "Have you ever purchased green product before?" was posed to respondents with a binary response option (Yes/No). Respondents do not need to answer the following questions if they select "No," and they can continue with the questionnaire if they select "Yes." In order to create questionnaire items, this paper consults previous research. Two Jordanian scholars with expertise in marketing who speak both Arabic and English well originally prepared the questionnaire items in English. Two more marketing scholars who are proficient in both Arabic and English back-translated the Arabic version into English in order to prevent cultural bias and guarantee legitimacy. The questionnaire items that have been back-translated and the various attitude classes are comparable to the original English ones. The translation of the questionnaire items did not result in any misunderstandings or ambiguities. Thirty working days were allocated for the collecting of data. 328 of the 384 questionnaires that were delivered had data that was eventually determined to be useful. The research data was analysed using AMOS and SPSS software.

The measurement of the constructs:

The measuring scale from earlier research was used to create the questionnaire items for this investigation. A five-point Likert scale, ranging from 1 to 5, was used to rate each questionnaire item, from "strongly disagree" to "strongly agree." GW, GBI, GWOM, GS, and GBE were the five constructs presented by this study. The following describes how the constructs in this study were measured:

Greenwash (GW): The measurement of GW in this study is based on Butt et al. (2021), and it consists of five items: (1) The brand manipulates terminology to conceal its environmental attributes, (2) The images or photos utilised in the environmental components of the brand are misleading, (3) This brand makes a vague or seemingly unprovable green claim, (4) The brand exaggerates how environmentally friendly it is, and (5) The company leaves out important information to inflate the credibility of their green claim.

Green brand image (GBI): GBI measurement in this paper is on the basis of Zhang et al. (2018), and the items are: (1) When it comes to environmental pledges, the brand is commonly regarded as the best. (2): The brand takes its environmental credibility very seriously. (3): The brand is successfully environmentally sustainable. (4): The brand is highly reputable in terms of environmental issues. (5): The environmental credibility of the Company is credible.

Green WOM (GWOM): Mehdikhani and Valmohammadi (2021) are cited in this study in order to quantify GWOM. Four components make up this measurement: (1) Because of this product's appropriate environmental image, I heartily suggest it, (2) Because of its environmental features, I heartily suggest this product, (3) Because this brand respects the environment, I heartily advise purchasing this product, and (4) I have positive things to say about this product considering its environmental performance.

Green satisfaction (GS): Chen (2010) is cited in this study to quantify GS, which is measured using the following four items: (1) Because of its dedication to the environment, this brand is my choice, (2) Buying this brand is a wise decision due to its environmental characteristics, The environmentally friendly nature of this brand makes me happy that I bought it (3), and (4) This brand appeals to me since it cares about the environment.

Green brand equity (GBE): Four components make up the measurement of GBE used in this paper, which is based on Ha (2022): (1) Because of its eco-friendly pledges, it makes sense to choose this brand above others, even if the products are comparable, (2) Despite the fact that another brand provided the same environmental advantages, I would choose this one, (3) If the environmental quality of another brand was as good as this one, I would purchase it, and (4) It seems ideal to purchase this brand if the environmental problems of another brand do not differ noticeably from this brand's.

Results:

Table (1) Goodness of Fit

Model	CMIN (χ^2)	df	p-value	χ^2/df ≤ 5.00	Ratio ≤ 2.00	NFI ≥ 0.80	CFI ≥ 0.80	TLI ≥ 0.80	IFI ≥ 0.80	RMSEA ≤ 0.10
Measurement of the Study Model	521.872	190	.000	2.74	.832	.835	.887	.863	.889	.073

According to Chin (2010), the purpose of determining the goodness of fit is to elucidate the variance that is extracted via the measurement of the model and its structure. The model's fit quality is displayed in this table, which indicates that the degrees of freedom (df) were 190 and the CMIN (χ2) was 521.872. This results in a ratio of (χ2/df ≤ 5.00) of 2.74, which is below the acceptable level. which, as needed, is found 5.00. Furthermore, the ratio was less than < 2.00, or.832. The acceptable criterion of 0.80 is not met by the NFI score of 0.835. The CFI result was 0.876, which is likewise over the 0.80 acceptable level. TLI was found to have a value of 0.863, above the 0.80 acceptable threshold. The acceptable criterion of 0.80 is not met by the IFI value of 0.889. Last, but not least, the RMSEA value was 0.073, below the 0.10 acceptable level. Based on a number of criteria, these signs demonstrate that the study's standard model has a strong fit, which boosts confidence in the analysis's findings and suggests that the model accurately captures the data.

Table (2) Results of Direct Impact Hypotheses Assessment

IV	DV			
	GBI	**GWOM**	**GS**	**GBE**
GW	-324 (H1)	-.529 (H2)	-.465 (H3)	-.551 (H4)
GBI	----------	----------	.332 (H5)	.352 (H7)
GWOM	----------	----------	----------	.546 (H8)
GS	----------	.438 (H6)	----------	.505 (H9)
GBE	----------	----------	----------	----------

The results of the structural model study are displayed in this table along with relevant direct effect hypotheses. The patch analysis results demonstrated a substantial correlation between the negative effects of GW on GBI, GWOM, GS, and GBE (e.g., H1, H2, H3, and H4 correspondingly) and the positive effects of GBI on GS and GBE (e.g., H5 and H7). Meanwhile, there is a strong positive association (e.g., H8) between GWOM and GBE. Furthermore, it is demonstrated that GS has a strong positive correlation with both GWOM and GBE.

Table (3): Regression Analysis of the Variable Direct Relationship (H1 to H9)

Direct Relationship								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**R^2**	**Supported Hypothesis**
	Hypothesis	**B**	**Std. Error**	**Beta**				
IVs								
GW on GBI	H1	-.459-	.074	-.324-	-6.189-	.000	.105	Supported
GW on GWOM	H2	-.682-	.061	-.529-	-11.262-	.000	.280	Supported
GW on GS	H3	-.511-	.054	-.465-	-9.488-	.000	.216	Supported
GW on GBE	H4	-.565-	.047	-.551-	-11.912-	.000	.303	Supported
GBI on GS	H5	.257	.041	.332	6.345	.000	.110	Supported
GS on GWOM	H6	.566	.057	.483	9.965	.000	.234	Supported
GBI on GBE	H7	.255	.038	.352	6.780	.000	.124	Supported
GWOM on GBE	H8	.435	.037	.546	11.770	.000	.298	Supported
GS on GBE	H9	.471	.045	.505	10.560	.000	.255	Supported

This table presents a test of 9 hypotheses addressing the relationship between GW, GBI, GWOM, GS, impacting GBE. They are examined to identify the direct and significant effects between these parameters. In (H1), it was found that GW has a negative effect on GBI ($\beta = -.324$, $p < 0.001$), indicating that bad reputation affects negatively GBI. In addition, H2 shows that negative reputation has a greater effect on GWOM ($\beta = -.529$, $p < 0.001$), which is reflected in reducing consumers' positive interaction with the brand. H3 supports that negative reputation negatively affects overall satisfaction GS ($\beta = -.465$, $p < 0.001$), indicating that brands with bad reputation may have difficulty achieving their customers' satisfaction. H4 confirms this trend with a negative impact of negative reputation on overall GBE ($\beta = -.551$, $p < 0.001$).

On the other hand, H5-H9 addressed the positive relationships between GBI, overall satisfaction GS, GWOM, and GBE. H5 showed that GBI

positively affects overall satisfaction (β = .332, p < 0.001), meaning that satisfied customers have a higher GBI. Similarly, H6 shows that overall satisfaction increases the likelihood of positive WOM (β = .483, p < 0.001).

H7-H9 address the effects of GBE, positive GWOM, and overall satisfaction on brand experience. All of these effects were positive and significant, indicating that brands that provide a good experience increase customer satisfaction and positive engagement, which in turn enhances GBE and improves positive GWOM. This comprehensive analysis shows the impact of negative reputation, satisfaction, and positive GWOM on GBE, supporting the importance of developing strategies to improve brand reputation and enhance customer satisfaction to ensure continued business success.

Table 4: Regression Analysis of the Variable Indirect Relationship (H10)

Indirect Relationship								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**R^2**	**Supported Hypothesis**
	Hypothesis	**B**	**Std. Error**	**Beta**				
Mediation Test								
GBI	H10	.140	.035	.193	4.048	.000	.337	Supported
GW		-.501-	.049	-.488-	-10.219-	.000		
H10. Dependent Variable: GBE								

H10 was examined by GBI in its capacity as a mediator for the QW-GBE indirect link. It was discovered that this middle path exerted a significant amount of effect. Having a beta coefficient of.193, an R2 value of 0.377, and a Sig. value of.000, GBI performs much better than GBE. This finding suggests that GBI leads to an increase in GBE. Given that the standard beta coefficient was -.488 and the significance level was 0.000, it was clear that GW has a negative impact on GBE. This demonstrates that GW reduces the risk of GBE for consumers. Based on the findings, GBI acts as a mediator in the relationship between GW and GBE, effectively mitigating the adverse effects of GW while simultaneously elevating the likelihood of GBE.

Table (5): Regression Analysis of the Variable Indirect Relationship (H11)

Indirect Relationship								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**R^2**	**Supported Hypothesis**
	Hypothesis	**B**	**Std. Error**	**Beta**				
Mediation Test								
GWOM	H11	.282	.041	.354	6.946	.000	.393	Supported
GW		-.373-	.052	-.364-	-7.139-	.000		
H12. Dependent Variable: GBE								

H11 was assessed by GWOM, a mediator, for the GW-GBE indirect link. It was discovered that this mediating channel had a significant affect. With a beta coefficient of.354, R2 = 0.393, and Sig. =.000, GWOM considerably enhances GBE. This suggests that GBE is raised by GWOM. The Sig. =.000 and standard beta coefficient of -.373- suggested that GW has a detrimental impact on GBE. This shows that GW reduces the risk of GBE for consumers. The findings demonstrate that GBL mediates the relationship between GW and GBE, enhancing the likelihood of GBE and mitigating the detrimental effects of GW.

Table (6): Regression Analysis of the Variable Indirect Relationship (H12)

Indirect Relationship								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**R^2**	**Supported Hypothesis**
	Hypothesis	**B**	**Std. Error**	**Beta**				
Mediation Test								
GS	H12	.296	.046	.317	6.444	.000	.382	**Supported**
GW		-.414-	.051	-.403-	8.184	.000		
H13. Dependent Variable: GBE								

H12 was assessed by GS, a mediator, for the GW-GBE indirect link. It was discovered that this mediating channel had a significant affect. With a beta coefficient of .317, R2 = 0.382, and Sig. =.000, GS considerably enhances GBE. It follows that GS raises GPB. The Sig. =.000 and standard beta coefficient of -.403- suggested that GW has a detrimental impact on GBE. This shows that GW reduces the risk of GBE for consumers. The findings demonstrate that GS mediates the relationship between GW and

GBE, enhancing the likelihood of GBE and mitigating the detrimental consequences of GW.

Discussion and Conclusion:

Considering the findings of the earlier table on the relationship of GW and other variables, viz. GBI, GBE, GS, and GWOM, it can be observed that GW has a negative effect, which is direct and indirect, on the other variables. As an example, the research showed that GW has a negative correlation with GBI (H1), GS (H3), and GWOM (H2), and there is a decrease in the level of trust of consumers in green products and companies that profess to adhere to environmentally friendly practices when marketing strategies are developed on the basis of GW. This can be aligned with the research of Tarabieh (2021) that GW causes consumers to become more confused and perceive a higher risk, thus reducing the intention of consumers to purchase green.

Moreover, the findings of the direct model also indicate that the effect of GWis transferred to the affective and behavioral dimensions, as the study conducted by Chen and Chang (2013) revealed that GW harms the green trust by creating confusion and raising the perceived risk. This ties in with the results that confusion created by GW leads to low ratings of satisfaction and allegiance to a green brand, and thus adversely affects the views of consumers towards products. Besides, the indirect findings (Tables 5-7) confirmed that the intervening variables, such as GBI and GWOM, are at play in driving this negative effect of GW on overall green brand performance. Similar to the case of Zhang et al. (2018), they stated that consumers with GW choice have negative attitudes towards their intention of buying products, and are directly influenced by GWOM.

This study reveals that the impact of GW on diverse dimensions of green branding, like image, satisfaction, and loyalty, is very negative. GWdirectly and indirectly affects GBE and causes a lack of trust and credibility towards green products. The results show that among companies, GW practice must be minimized and more transparency must be established in green products marketing in an endeavor to increase consumer trust, consumer loyalty, and the purchase intentions of green products.

Despite the fact that the research is rich in information, in terms of the impact of GW on consumer behavior in the Jordanian context, one should be sensitive to the generalization of the results of this study. It was founded on a convenience sample of 328 Jordanian consumers who have already consumed green products in the past, and this may restrict the breadth and representativeness of such a sample to the general population. It can scarcely be used with a wider audience or in other cultural environments since a convenience sampling approach is used. To improve the validity and

generalizability of the findings across different sectors, it is suggested that future studies expand to include larger and more diverse samples from different geographic and demographic backgrounds. Despite its limitations, the research is useful in understanding the relationship between GW and consumer behavior in an emerging marketing environment.

Research Implications:

There are theoretical and practical implications of this research. First, this research investigates the effect of GW on GBI, GS and GWOM in order to further impact GBE. This research integrates the concept of brand image, satisfaction and WOM in order to build on the study on green marketing via the reduction of GW and the raise in GBI, GS and GWOM. Second, whereas previous studies have investigated the direct negative effect of GW, this research emphasizes that GBI, GS and GWOM partially mediate the negative relationship between GW and GBE. Additionally, this research emphasizes that reducing GW practice can improve customers' GBI, GS and GWOM. To reduce skepticism about GW and enhance GBE, companies need to build their customers' GS and GWOM. Furthermore, businesses should enhance GS and GWOM, because these factors partially mediate the conceptual framework, companies can improve their GS and GWOM to engage their consumers toenvironmentally friendlymake purchases.

Companies must adopt clear strategies to build trust with consumers and reduce environmental misinformation practices. This can be achieved by providing transparent information about environmental efforts, adhering to recognized sustainability certifications, and ensuring that environmental marketing messages reflect actual practices and not just claims. Furthermore, brand credibilitymay be achieved by the means of awareness campaigns and direct contact with the consumer and leading to the enhancement of consumer loyalty and engagement in eco-friendly products and services.

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