

**THE MEDIATING ROLE OF PERCEIVED GREEN VALUE IN THE  
IMPACT OF BRAND GREEN BENEFITS ON BRAND RECOGNITION  
BY THE CUSTOMER (CASE STUDY: COMPANIES PRODUCING  
GREEN PRODUCTS IN SHIRAZ)**

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**ABSTRACT**

Today, the brand is no longer just an effective tool in the hands of managers, the brand is a strategic requirement that helps organizations to create more value for customers as well as create a sustainable competitive advantage. Customer brand recognition is a consumer mental state of understanding, feeling, and valuing belonging to a brand, and the consumer's mental evaluation is influenced by consumers' wants, expectations, and needs that constitute his perceived value. Gives. Therefore, this study was conducted to investigate the effect of green brand benefits on brand identification by the customer with the mediating role of perceived green value. A standard questionnaire was used to measure the research variables. The reliability of this questionnaire with Cronbach's alpha test is 0.89. The

research questionnaire was distributed among 385 people from the statistical population, who are all customers of the products of companies producing green products in Shiraz. The research method was descriptive-correlational. To answer the questions and test the research hypotheses with Smart-PLS software, the method of structural equation analysis and path analysis using partial least squares (PLS) method was used. The results showed that

beneficial environmental benefits, altruistic benefits and green transparency have a positive and significant effect on perceived green value. The results also show that perceived green value has a positive and significant effect on customer recognition of the brand.

**KEYWORDS:** Green brand benefits, perceived green value, brand identification, green product companies.

## 1- INTRODUCTION

How to create a strong brand has been raised as an important and new topic in recent texts (Lin, 2015; Voorhees et al., 2015). While customer retention tactics, including recurring programs and other customer loyalty schemes, have been widely used to build customer loyalty, the effectiveness of this approach has been questioned. Because brand identity helps consumers develop a strong brand relationship through brand recognition, scientists have recently suggested that corporate brand identity management represents a particularly important aspect. Is a brand (Balmer et al., 2009).

The concept of customer brand identification provides a comprehensive understanding of how customer brand relationships develop (He et al., 2012). Brand recognition is defined as a consumer mental state of perceiving, feeling, and valuing belonging to a brand (Lam et al., 2013). Brand relationship texts show that consumers do not buy brands just because they work well. People also buy brands because of the meanings they add to their lives. Experimental studies show that identifying a company or brand also increases product use and repetition frequency (Kuenzel & Halliday, 2008).

Environmental awareness of the general public today has increased dramatically in the light of issues related to social and environmental concerns such as global warming and environmental sustainability. Consumers are also willing to pay more for products that help maintain sustainability, social responsibility, and a green environment (Meise et al., 2014; Parsa et al., 2015). From a life cycle perspective, a green brand is characterized by minimal use of resources throughout the product life cycle. A green brand refers to a brand that offers significant eco-friendly benefits over its competitors and is able to attract consumers who prioritize their product over the greenness of the product in their purchases. (Grant, 2008). Among the characteristics of green brands are widespread ethical and social concerns. In other words, the benefits of environmental responsibility, ethical and social issues are signs for consumers that The brand they bought from is green (Newholm and Shaw, 2007).

Companies have increasingly established their brands as green through environmental innovations (Berrone et al., 2013), the use of green labels and trademarks, as well as the adoption of an effective environmental management system. However, not all organizations are honest about their green marketing practices and make some baseless and misleading claims about the green performance of their products (Huang and Chen, 2015).

Despite the growing importance of the green marketing report (Paul et al., 2016), little attention has been paid to green branding issues, for example the development of green brands from a consumer perspective is an example of this (Wang and Horng, 2016). It should be noted that consumers need clear information about green brands and they need to be convinced that green brands offer benefits and values that go beyond what is offered by substitute products. Previous research shows that customer value can be a distinctive effective tool. Chen and Chang (2012) have developed the concept of perceived green value, which encompasses consumers' overall assessment of the net benefits associated with a product or service based on environmental demands.

Some researchers have suggested that both environmental benefits, including practical benefits and emotional benefits (e.g., altruistic benefits) need to be considered as records and prerequisites for perceived green value (Hartmann et al., 2005). In addition, consumers need more accurate and transparent information about how their money or personal efforts owe debt to the brand they are buying through social responsibility schemes. The concept of green transparency reflects the efforts of green brands to provide transparent information in the green methods used by them. Hence, this study suggests that consumers' perceptions of brand practical and emotional benefits as well as brand green transparency potentially affect the perceived value of green (Paul et al., 2016; Huang et al., 2014).

While green consumption can help assess environmental sustainability, it is important that the green brand leads to brand recognition. Because strong brand recognition often leads to increased consumer support and brand promotion. Unlike conventional business research, in which brand identification is often thought to open the door to real concepts and behaviors, the research proposal helps to communicate with consumers and shows that in buying a The green brand needs to be precisely identified. In fact, it is possible to identify a brand after purchasing it. In other words, promoting a perceived green value and a shared sense of responsibility for the environment can persuade consumers to buy green brands. A positive

relationship between consumers and green brands can increase consumers' intention to repurchase by increasing the perceived value of green. Also, increased repurchase leads to stronger identification, commitment and word-of-mouth communication. This study tests a unique model including brand green benefits, perceived green value, and brand recognition. Initially, the aim of this study was to investigate the impact of the previous three variables (beneficial environmental benefits and benefits of altruism and perceived green transparency) on the perceived green value of green. And the second goal is the direct effect of perceived green value on brand recognition and the indirect relationship of brand green benefits on brand recognition through perceived green value.

## **2- Theoretical foundations**

### **2-1- Green brand**

The green brand is an effective strategy for gaining significant advantages over competitors (Delgado-Ballester and Munuera-Alemán, 2005). However, empirical studies on green brand history have been limited, and past research has focused on customer-based brand equity in green branding (Wang and Horng, 2016). For example, Chen (2010) showed that perceived green brand image, green satisfaction, and green trust positively affect green brand equity. Ng et al. (2014) argue that the traditional characteristics of a brand such as quality influence consumers' green decision, and they suggest that consumers perceive the brand with quality and overall credibility have significant effects on value. They have a special green brand. In addition, recent studies argue that green business position is a key factor in determining the success of green brand strategy (Hartmann and Apaolaza-Ibáñez, 2012).

However, most research has examined the impact of product-specific features and consumer perception benefits on their environmental attitudes and purchase intentions. There is little research that examines the understanding of the relationship between consumers and green brands and the differentiation of their perceptions of competing green brands.

Green value is an important element of a green business position. Chen and Chang (2012) have developed a structure called perceived green value. They define perceived green value as "the consumer's overall assessment of the net benefits of a product or service between what he has received and what he has given based on the consumer's environmental wishes, sustainable expectations, and green needs." Perceived green value is a subjective assessment of the green wants, expectations and needs of consumers. Perceived green value has a positive effect on green shopping intentions and helps develop relationships between consumers and

the brand by increasing green satisfaction and green trust (Chen And Chang, 2012; Chen, 2013). Thus, the perceived green value approach is appropriate for examining consumers' green brand buying behavior and for developing a green brand relationship.

To facilitate communication between consumers and green brands, Hartmann et al. (2005) adopted a practical and emotional position for predicting consumers' attitudes toward green products and found that a combination of functional features and emotional benefits had the highest impact. Guarantees perception. Hartmann and Apaolaza (2006) argue that emotional benefits can increase consumer engagement when they are actively communicating with consumers. Practical and emotional benefits of green such as environmental benefits, altruistic benefits positively affect green brand buying intentions (Hartmann and Apaolaza-Ibáñez, 2012). The fact is that consumers are pursuing both practical and emotional benefits that help green brands understand the overall development of consumers' green value concepts. Consumers are increasingly expecting accurate information to evaluate corporate plans to be green (Chen and Chang, 2012). As a result, information disclosure has been shown to have a positive impact on consumer-firm relationships and a high level of perceived environmental transparency (green transparency) that can increase customer perceptions of the value of a company's social responsibility activities (Vaccaro and Echeverri, 2010). This study suggests that environmental utility, altruistic interests, and green transparency are the main drivers of perceived green value. In addition, the perceived green value of the customer is considered as an effective tool to differentiate and build strong consumer relationships (Smith and Colgate, 2007).

## **2-2- Beneficial environmental benefits and perceived green value**

According to theories of self-centeredness and utilitarianism, benefits and cost avoidance are important criteria for evaluating a company's ethical performance from a consumer perspective (Brunk, 2010). Consumers of green brands are looking for profits from their purchase and focus on two types of benefits (utility and psychology). Beneficial environmental benefits are a key feature of green brands, which is more important than conventional alternatives. Consumers seek practical benefits when consuming products with environmentally friendly properties (Vitell et al., 2001). Research shows that there is a positive relationship between product performance and perceived customer value (Baker et al., 2002). As stated, perceived green value focuses more on environmental expectations and green needs. Therefore, applied benefits are expected to have a positive and significant effect

on perceived green value. Hence, the following hypothesis is presented:

Hypothesis 1. Beneficial environmental benefits have a significant effect on perceived green value.

### **2-3- The benefits of altruism and perceived green value**

The benefits of altruism reflect the consumer's sense of moral satisfaction when it comes to common interests, which is a form of gross altruism and can serve as a psychological benefit (Hartmann and Apaolaza-Ibáñez, 2012). Papista and Crystalis suggest that altruistic interests positively affect the perceived value of the customer. Consumers feel positive when they buy green brands that have eco-friendly characteristics, and consumers' sense of gross altruism increases to use green products or green services (Hartmann and Apaolaza-Ibáñez, 2006). Basically, the benefits of customer-perceived altruism lead to positive feedback from consumers about a company and its brands. Hence the following hypothesis is developed:

Hypothesis 2. The benefits of altruism have a significant effect on perceived green value.

### **2-4- Green transparency and perceived green value**

The company's ethical commitment to environmental, social and ethical issues is a very important factor in influencing the positive consumer evaluation of a company and its brands (Brunk, 2010; Lavorata, 2014). In order to reduce consumers' skepticism about corporate green plans, the dimensions of perceived green transparency have been studied (Vaccaro and Echeverri, 2010). Green transparency is concerned with the way in which green brands clearly present information about their environmental policies as well as explicit information about how their production process affects the environment (Nyilasy et al., 2014).

While green brands are usually more expensive than non-green brands, consumers need more accurate information to facilitate their green decision-making process. Meise et al. (2014) show that companies are able to establish value communication by increasing the transparency of value diversity of information related to information stability. In other words, green transparency helps consumers understand the motivations of corporate green plans (Nyilasy et al., 2014). This deeper understanding of corporate green designs, in turn, affects consumers' willingness to engage in behavior.

Documentary theory suggests that when corporate behavior is spiritual, ethical, and environmental, consumers tend to attribute organizational behavior to their intrinsic

motivations (Vaccaro and Echeverri, 2010). Therefore, if a brand provides consumers with relevant information and communication, their perceived green transparency will lead to attributing the company's actions to the intrinsic motivations of the consumer, thereby meeting consumers' green expectations and concepts. The green value of the company will increase. Hence, the following hypothesis is presented:

Hypothesis 3. Green transparency has a significant effect on perceived green value.

### **2-5- Perceived green value and brand identification**

When customers have a very deep connection with the products, they will establish a strong and unusual relationship with the brand. Brands, as key resources, help customers achieve their goals and projects in relation to their identity. Therefore, brand recognition by the customer is defined here as the definition of a customer by the brand, this sense is actually our search for meaning that can bring our identity to the forefront in the brand market. The psychological state of the customer when looking at and feeling the belongings of a particular brand and valuing them is influential in determining the customer's identity with the brand. A person's opinion about whether a brand is good or bad depends on the brand approach, and the level of consumer satisfaction with a brand is the degree of brand interest. The conceptual root of brand identity lies in social identity theory, which holds that self-concept includes a personal identity with unique characteristics such as abilities and interests and a social identity that includes classifications. Is a prominent group (Fung So et al., 2017). Identification is essentially a perceptual structure that implies the fitting and matching of identity and identity matching with individuals developing a social identity by classifying themselves and others into social categories (e.g., organizational membership and sports clubs). Recognition occurs when a person explicitly sees themselves as psychologically intertwined with the characteristics of the group. Social identity theory holds that three components typically constitute identification: a cognitive component (e.g., cognitive membership awareness), an evaluation component (e.g., positive or negative value meanings attached to membership), and An emotional component (e.g., emotional investment in awareness and evaluations) (Lam et al., 2013).

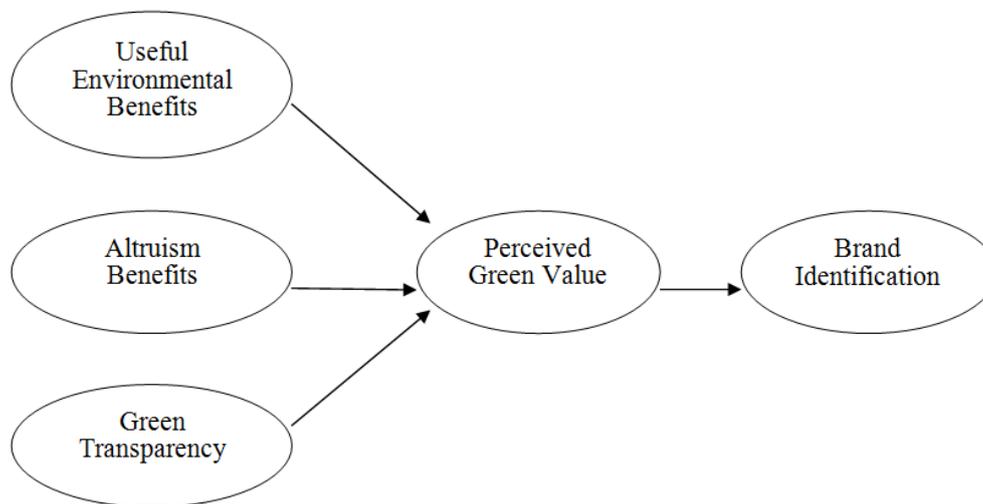
In the field of green branding, although some research has shown that both practical and emotional benefits directly affect the growth of consumers' green shopping intentions, consumers are still concerned about their green brand consumption despite the large number of Ethical activity performed by the company does not speak. As a result, some researchers

have focused on a means of connecting companies, brands, and consumers to increase their market value (Schadewitz and Niskala, 2010). Hence, customer value may play a mediating role in the relationship between green benefit fit and brand recognition. Thus, this study suggests that beneficial environmental benefits, altruistic benefits, and perceived green transparency indirectly affect brand recognition through perceived green value. This is because the company's ability to develop brand recognition depends on its ability to generate its green benefits (both practical and emotional benefits) and the disclosure of green information that leads to a systematic evaluation of consumers towards a green brand. Once consumers are convinced that a brand is green, they are more likely to recognize the brand. Hence the following hypothesis is developed:

Hypothesis 4. Perceived green value has a significant effect on brand recognition.

### 2-6- Conceptual model of research

Considering that the purpose of this study is to investigate the mediating role of perceived green value in the impact of brand green benefits on brand recognition by the customer in companies producing green products in Shiraz, therefore, the general framework of this study to explain the above issue It is a systematic and principled form. To test the hypotheses of this research, the conceptual model shown in Figure 1 is used.



**Figure 1: Conceptual model of research.**

### 3- Research Methodology

This research is applied in terms of purpose. When we do research with the aim of having the results of findings to solve problems in the organization, we call it applied research. The research method used in this research is a descriptive correlational method. This research is a

descriptive research that describes in detail a situation or a series of conditions. The research also identifies the correlation of independent variables and analyzes how they affect the dependent variable.

In this research, in order to compile the basics, definitions and theoretical concepts, library resources including existing documents, books and scientific articles were used. Also, a standard questionnaire was used to collect the data needed to test the research hypotheses. Information about measuring research data was collected with valid questionnaires. All measurement scales were adapted from previous studies. All of the items used in the present study are listed in Table 1 and were measured using a 7-point Likert scale (1 = strongly disagree to 7 = strongly agree). Finally, demographic information was requested for gender, age, income, education, marital status, and occupation. To measure beneficial environmental benefits, three were adapted from Johnson & Frank (2006), Salmela & Varho (2006) and Truffer et al. (2001). These items were intended to measure consumer perceptions of the way the brand is able to deliver practical environmental features as well as its efforts to reduce environmental risks such as air pollution and global warming. To measure the benefits of altruism, three were adapted from Aquino and Reed (2002), Hartmann and Apaolaza-Ibáñez (2012), and Nunes & Schokkaert (2003). These items were intended to capture the "feel good" aspect of consumers, in which they do not harm the environment, or at best contribute to the protection of the environment and the well-being of humanity and nature. Green Transparency was operated using four cases adapted from Eggert & Helm (2003). These items are targeted to extract consumer perceptions in a way that a brand clearly provides relevant information in its environmental policies as well as how its production process affects the environment. The Perceived Green Value Scale is adapted from Chen and Chang (2012). The scale is a four-pronged measure of how to evaluate how a brand is environmentally friendly, offers more environmental benefits and concerns, and provides good value to a consumer. Customer brand recognition was measured by five scales adapted from He et al. (2017). These items are intended to capture the way a consumer continues to buy a green brand.

The statistical population of the present study is all customers of the products of companies producing green products in Shiraz. In the present study, since the exact number of statistical population is not known, therefore, the statistical population of the research is unlimited and the relative estimation formula with a marginal error of 5% and a maximum variance of 50%

is used to estimate the sample size. Therefore, the number of samples is estimated at 385 people.

#### 4- Data analysis

In the present study, various statistical indicators such as frequency, frequency percentage, types of tables and graphs are used to describe the collected data. In the inferential statistics section, in order to answer the questions and test the research hypotheses, the method of examining structural equations and path analysis using the partial least squares (PLS) method will be used. In the descriptive statistics section, common statistical software such as Excel and SPSS are used. In the inferential statistics section, Smart-PLS software is used.

##### 4-1- Measurement model test

Usually the first criterion that is controlled in reflective measurement models is the reliability of internal consistency. Alpha is a classic indicator for reliability analysis based on the internal correlation of reagents. The value of acceptable alpha coefficient varies according to the theories of different researchers. Some researchers have accepted an alpha coefficient above 0.6 as an acceptable alpha coefficient, while others have considered an alpha coefficient greater than 0.7 as an acceptable reliability. As can be seen in the table below, Cronbach's alpha values for all variables are above 0.7. Based on the obtained alpha coefficients, it can be inferred that the model has good internal consistency reliability.

**Table 1: Cronbach's alpha coefficient.**

Research structures	Useful Environmental Benefits	Altruism benefits	Green Transparency	Perceived Green Value	Brand Identification
Cronbach's alpha coefficients	0.812	0.872	0.859	0.852	0.824

To evaluate the convergent validity, AVE (average variance extracted) and CR (composite reliability) were used. The results of this criterion for the dimensions of the six research variables are shown in Table (1). Composite reliability higher than 0.7 and mean variance higher than 0.5 are two necessary conditions for convergent validity and correlation of structures. As can be seen from Table (2), all composite reliability values are higher than 0.7 and the values of mean variance are higher than 0.5, and this confirms that the convergent validity of the present questionnaire is acceptable.

**Table 2: Results of mean variance extracted from research structures.**

Variable Criterion	Useful Environmental Benefits	Altruism benefits	Green Transparency	Perceived Green Value	Brand Identification
AVE	0.634	0.600	0.655	0.737	0.761
CR	0.892	0.856	0.839	0.882	0.868

In the divergent validity part, the difference between the indices of one structure and the indices of other structures in the model is compared. This is calculated by comparing the AVE root of each structure with the values of the correlation coefficients between the structures. To do this, a matrix must be formed in which the values of the principal diameter are the square matrix of the AVE coefficients of each structure and the lower values of the principal diameter are the coefficients of correlation between each structure and other structures. This matrix is shown in Table (3). As can be seen from Table (3), the AVE root of each structure is greater than the correlation coefficients of that structure with other structures, which indicates that the divergent validity of the structures is acceptable.

**Table 3: Comparison matrix of AVE root with correlation coefficients of structures (divergent validity).**

	Useful Environmental Benefits	Altruism benefits	Green Transparency	Perceived Green Value	Brand Identification
Useful Environmental Benefits	0.796				
Altruism benefits	0.321	0.775			
Green Transparency	0.397	0.213	0.809		
Perceived Green Value	0.412	0.471	0.471	0.849	
Brand Identification	0.512	0.364	0.369	0.334	0.872

#### 4-2- Partial Least Squares Analysis Method

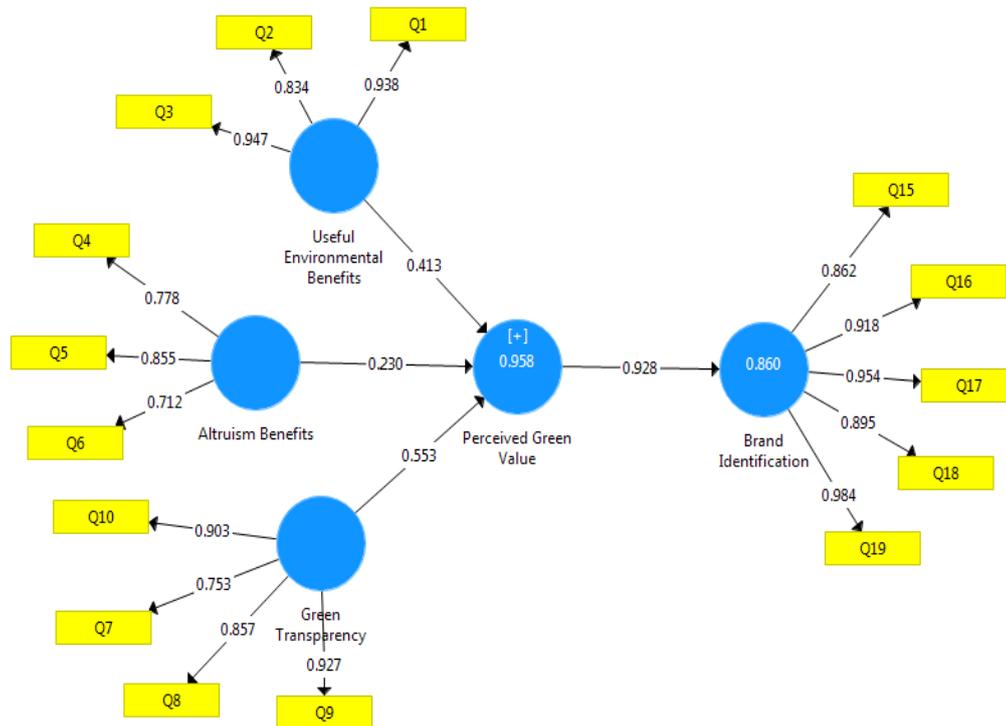
The PLS analysis method or Partial Least Squares is a relatively new method of constructing regression equations. This method is used for univariate and multivariate regression. So it may have several dependent variables (it has several dependent variables). To make the connection between dependent variables and independent variables, PLS creates new explanatory (independent) variables. Unlike covariance-based structural equation modeling, least squares (PLS) focuses on the highest variance of dependent variables explained by independent variables instead of reproducing the experimental covariance matrix. Similar to any structural equation modeling, the least squares model consists of a structural part that

shows the relationship between latent variables and a measurement component that reflects how latent variables and their markers relate.

Perhaps it should be said that the modeling section or the model definition is the most important stage of structural equation modeling and many mistakes of domestic and even foreign researchers occur in this section. Structural equation modeling involves a series of steps and can be shown in the following figure:

- 1- Determining the model: Note that at this stage we have not yet entered the specific software and the condition for creating a suitable model for research is complete mastery of the literature and the theoretical framework of the research field of the researcher.
- 2- Identification of model metrics (if the metrics and evaluation indicators of the unidentified model are returned to the first step correctly). In this step, we must note that structural equation modeling is in fact a series of linear regression equations. Are estimated. Therefore, in solving these equations, the number of equations and unknowns must always be equal.
- 3- Selecting the appropriate scale for measuring and measuring variables (ie defining the appropriate operational definition for measuring variables) and collecting raw data in field operations and sieving and pre-processing them.

Hidden constructs or variables and observed variables are two basic concepts in statistical analysis, especially the discussion of factor analysis and structural equation modeling. Hidden variables, also known as latent variables, are variables that are not directly visible. As can be seen in the diagram below, numbers or coefficients are divided into two categories. The first category is called measurement equations, which are the relationships between latent (elliptical) variables and explicit (rectangular) variables. These equations are called factor loads. The second category is structural equations, which are the relationships between latent and latent variables and are used to test hypotheses. These coefficients are called path coefficients. According to the model, in the mode of estimating the coefficients, the factor loads and the path coefficients can be estimated. Based on factor loads, the index with the highest factor load has a greater share in measuring the relevant variable and the index with smaller coefficients has a smaller share in measuring the relevant structure. As can be seen in the figure below, all 95% confidence level coefficients are significant. Therefore, the results obtained from the factor loads confirm the high validity of the model.



**Figure 2: Software output - test model of the research (path coefficients and operating loads).**

One way to evaluate shaping models is the coefficient of determination ( $R^2$ ). The coefficient of determination ( $R^2$ ) examines what percentage of the variance of a dependent variable is explained by the independent variable (s). Therefore, it is natural that this value is equal to zero for the independent variable and more than zero for the dependent variable. The higher this rate, the higher the coefficient of effect of the independent variables on the dependent. Based on the modeling coefficient, it can be said that the variables of beneficial environmental benefits, altruistic benefits and green transparency together could explain 0.958 of the variance of perceived green value. The perceived green value variable could explain 0.860 of the variance of the brand identification variable; Researchers have introduced three values of 0.19, 0.33 and 0.67 as the criterion values for weak, medium and strong values of  $R^2$ . Based on this, it can be concluded that the model has a high predictability. The residual value is related to the prediction error and can include other factors affecting the perceived green value, brand identification.

#### 4-3- Structural pattern test

Structural model test, which is related to testing research hypotheses and the effect of hidden variables on each other. To confirm the research hypotheses, the Bootstrapping command of

Smart PLS software was used, which shows the output of t-coefficients (Figure 3). According to this model, the path coefficient and factor load are significant at 95% confidence level if the value of t-statistic is outside the range (-1.96 to +1.96) and if the value of t-statistic is within this range, then the factor load Or the path coefficient is not significant. According to the results obtained from t-test, all factor loads were significant at 95% confidence level and played a significant role in measuring their structures.

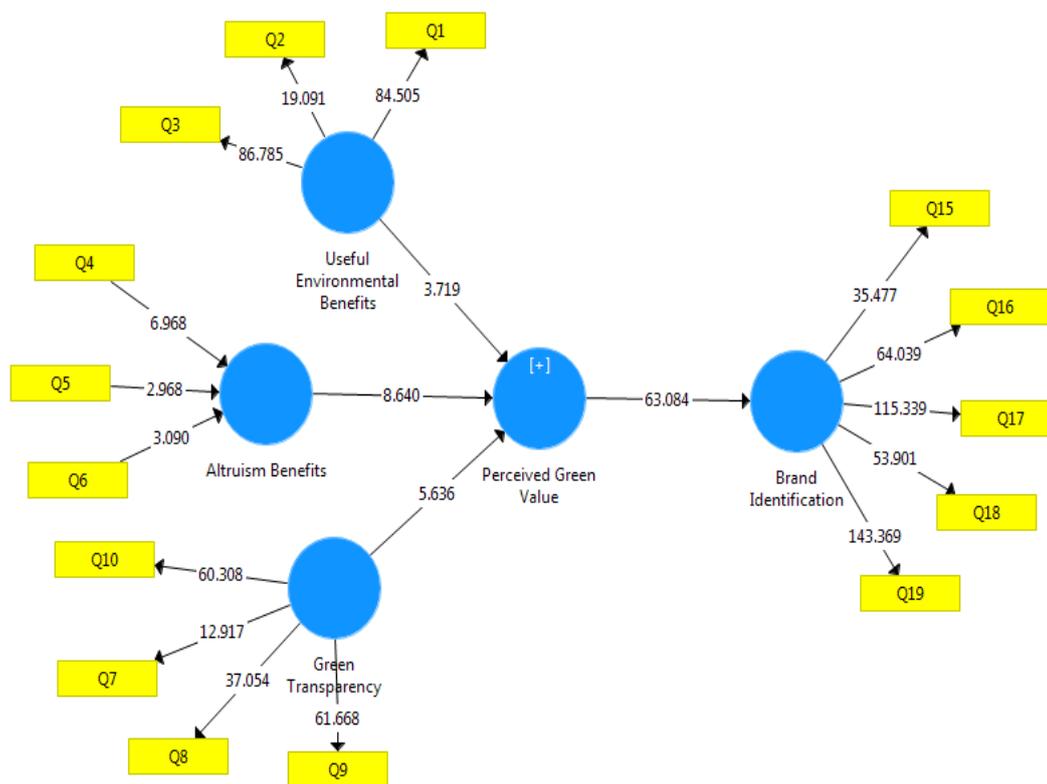


Figure 3: Software output - coefficients t.

#### 4-4- Answer to research hypotheses

Based on the results of path coefficient and t-statistic, all research hypotheses were confirmed, and the results showed that beneficial environmental benefits, altruistic benefits and green transparency have a positive and significant effect on perceived green value. The results also show that perceived green value has a positive and significant effect on brand recognition.

**Table 4: Direct effects, t-statistic and the result of research hypotheses.**

hypothesis	Standardized path coefficient $\beta$	statistics T	Meaningful	No rejection or Reject
Useful Environmental Benefits → Perceived Green Value	0.413	3.719	Sig<0.05	approved
Altruism benefits → Perceived Green Value	0.230	8.460	Sig<0.05	approved
Green Transparency → Perceived Green Value	0.553	5.636	Sig<0.05	approved
Perceived Green Value → Brand Identification	0.928	63.084	Sig<0.05	approved

### 5- Conclusion and Recommendations

The present study aims to understand the factors affecting the green value perceived by consumers, including beneficial environmental benefits, the benefits of altruism and green transparency, and ultimately the consequent consequences, including brand loyalty. As observed, according to the results of statistical analysis, research hypotheses were confirmed. Beneficial environmental benefits, altruistic benefits, and green transparency have a direct impact on the green value perceived by consumers, and the green value perceived by consumers has significantly affected the brand. These results contribute to the main body of knowledge by integrating the green brand with a broader research framework of corporate social responsibility.

Basically, if an organization wants to enhance customers' green value concepts and wants to build brand recognition, they need to invest more in green resources, either in improving the program in favor of green topics, or in contributing to their honest and transparent environmental reporting. . The findings of this study show that green benefit programs, ie altruistic benefits, have a direct positive effect on consumers 'perceived green value and indirectly brand recognition through consumers' perceived green value. In addition, customers' assessment of the transparency of corporate environmental behavior, ie green transparency, has a direct positive effect on the perceived green value of consumers and indirectly affects the brand recognition through the perceived green value of consumers. . These findings are similar to those found by He et al. (2017), which show that the relationships between functional value, altruistic value, and behavioral loyalty are indirectly mediated by the perceived value of the customer. In addition, Salmenes et al. (2005) and Singh et al. (2012) show that the relationship between ethical behavior and brand loyalty is influenced by perceived consumer value and trust.

The findings of this study provide some important management implications for the organization with the aim of implementing green marketing and corporate social responsibility strategies. This study identifies the gap between positive green perceptions of brand and brand recognition by consumers through perceived green value. Therefore, companies should adopt different communication strategies related to green topics in order to strengthen customer perception. Research findings show that both emotional (altruistic) and practical (beneficial environmental) benefits have a positive effect on perceived green value. Also, the benefits of altruism significantly contribute to achieving the intention to buy green compared to the beneficial environmental benefits. Therefore, both practical and emotional benefits are necessary for an organization that seeks to create green value for customers. It should also be noted that green transparency is a very key introduction to the value of green perception, and as a result, the company must provide consumers with honest and transparent information to improve consumer green perception.

Despite conflicting findings from previous research, this study provides evidence that there is a direct and positive link between perceived green value and brand recognition. Therefore, companies must strive to foster hope among consumers. In particular, this relationship can be strengthened by adopting effective communication strategies. For example, green design advertising should emphasize the characteristics of a green brand and its positive role in the lives of consumers. In this case, the connection between a green brand and the self-concept of its consumers is strengthened.

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